

Los Angeles Times

Midwinter

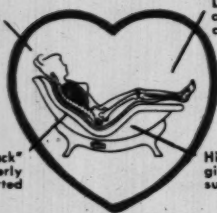


California *Relaxing* ~~Living~~ at its Best



RIGHT

Head, neck properly supported



Legs, feet always above body center

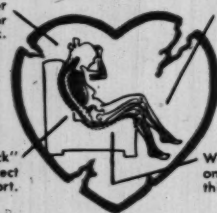
"Small of back" properly supported

Hips, thighs given perfect support

Complete Relaxation helps your heart, improves circulation, aids your health in many ways. You get such relaxation only from a chair that is *anatomically correct*.

WRONG

No proper support for head, neck.



Legs and feet lower than body-center.

"Small of back" lacks correct support.

Weight-pressure on hips, thighs.

Note how conventional chairs tend to distort the human body into unnatural, un-restful positions. Such positions may aggravate conditions which the right kind of chair could relieve.

Patented

*Anatomically Correct**

The CONTOUR CHAIR-LOUNGE

Rests you best - because it fits you best

Life—in California as elsewhere in the nation—is much more enjoyable for those tens of thousands of Contour Chair-Lounge owners who enjoy the blessings of complete relaxation and unequalled comfort.

Try this famous relaxing miracle yourself. Spend 10 minutes of matchless ease in a Con-

tour Chair-Lounge, and discover more about the benefits of true relaxation than we could say in 10,000 words.

If there isn't a Contour Chair-Lounge dealer near you, write for complete information to Marie Designer, Inc., 8512-A Sunset Blvd., Hollywood 46, California.

The exclusive Contour Chair-Lounge dealers below will FIT you in a chair exactly the right size for YOU:

ARIZONA
Phoenix, Dorris Heyman

CALIFORNIA
Hollywood, 8512 Sunset Blvd.
Long Beach, Walker's
Oakland, 1974 Broadway
Pasadena, 714 E. Colorado
San Diego, Walker's
San Francisco, 600 Sutter St.
Santa Barbara, 25 E. Canon Perdido

FLORIDA
Miami Beach, 3921 Alton Road

GEORGIA
Atlanta, 822 W. Peachtree St.
ILLINOIS
Chicago, 78 E. Jackson Blvd.
Evanston, 1734 Sherman
LOUISIANA
New Orleans, D. H. Holmes Co., Ltd.
MICHIGAN
Detroit, 1247 Washington
MISSOURI
Kansas City, 4044 Broadway
St. Louis, 508 N. 10th St.

NEBRASKA
Omaha, J. L. Brandeis & Sons
NEW YORK
New York City, 34 W. 46th St.
OHIO
Akron, Polsky's
Cleveland, 1417 Euclid Ave.
Columbus, 118 E. Broad St.
Dayton, 124 N. Main St.
OKLAHOMA
Oklahoma City, Harbour-Longmire
OREGON
Portland, 225 N.E. Killingsworth

PENNSYLVANIA
Philadelphia, 1320 Walnut St.
Pittsburgh, Jenkins Arcade, 1st Floor
TENNESSEE
Memphis, J. Goldsmith & Sons
TEXAS
Dallas, 1215 Elm St.
Ft. Worth, 501 E. Main St.
Houston, 4121 S. Main St.
WASHINGTON, D. C.
1011 Connecticut Ave., N.W.
WISCONSIN
Milwaukee, 733 N. Milwaukee



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Los Angeles Times Annual Midwinter Number

January 2, 1951

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COVER: "LOS ANGELES, 9 P.M.," a glowing panorama of lights and buildings as seen from City Hall. By Robert Hale from Shostal.

There'll be a great new Statler in Los Angeles!



A great new Statler Hotel, the 9th in a nationwide chain, is planned for Los Angeles next year! Ground was broken July 5.

It will be known as the "Statler Center in Los Angeles" and will provide the city with a structure of great architectural beauty and practical utility.

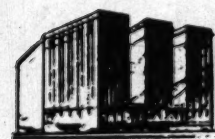
For this new Statler Hotel will be a combination hotel and office building. Shops and stores will also be located on three levels.

The hotel's 1275 guest rooms, with picture windows to let the sunshine in, will have controlled temperatures for the ultimate in comfort. Many of them will be the popular bedroom-living room type pioneered by Statler.

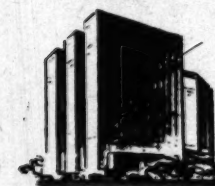
Wait . . . there's lots more to tell you! Outdoors, in a palm-shaded patio, will be a magnificent swimming pool of generous dimensions. And, for the convenience of guests, a 475-car garage will be located in the lower level.

Facilities for every imaginable kind of social or business function will be available. There will be a number of cocktail lounges, dining and supper rooms, with "big name" bands and star entertainment a regular feature.

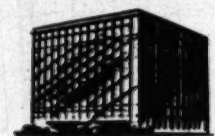
Add to this Statler's traditionally courteous and efficient service. It will all be yours when you "stay Statler" in Los Angeles, just as it is when you visit any of the other eight, great Statler Hotels throughout the country!



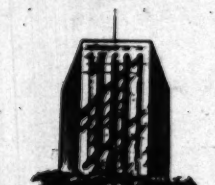
BOSTON



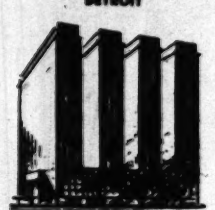
BUFFALO



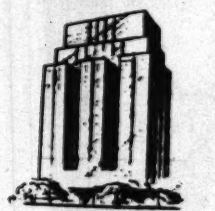
CLEVELAND



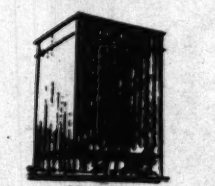
DETROIT



NEW YORK



PITTSBURGH



ST. LOUIS



WASHINGTON

Hotels Statler Company, Inc.



**THESE
BUILD
PEOPLE**

What makes Americans the healthiest, longest-lived people in the history of the world?

Sports, for one thing. Nothing is more typical of America than a body-building baseball, football or basketball game.

Over 50,000,000 of these games each year are played with baseballs, basketballs and footballs built by VOIT.

We take pride in this "building people" ... particularly "American people"!

VOIT

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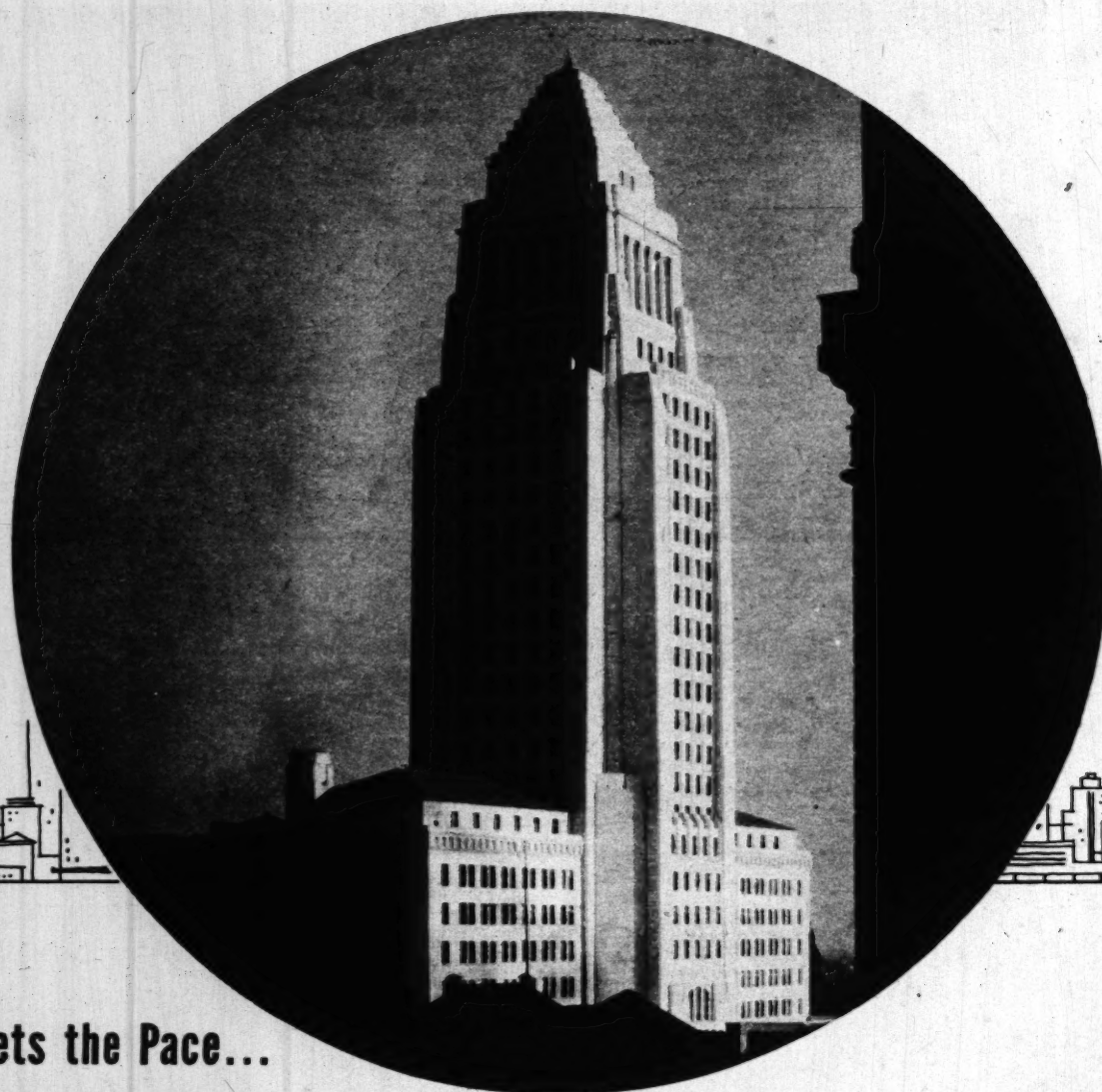
AUTOMOTIVE DIVISION

- Flexible Radiator Hose
- Tire Repair and Retread Materials

FLOOR COVERING DIVISION

- Rubber Tile for Industry
- Decorator Rubber Tile for the Home

Los Angeles City Hall
Architects: Austin, Martin
and Parkinson

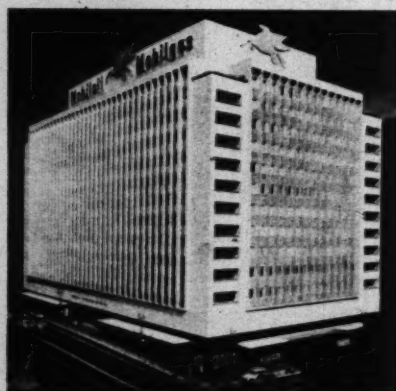


Ceramic Veneer Sets the Pace...

in Los Angeles' new Civic Center



U. S. Post Office and Court House, Los Angeles
W. E. Reynolds, Commissioner
Public Buildings Administration
Gilbert Stanley Underwood, Architect



General Petroleum Building
Architects: Wurdeman and Becket

FOR BEAUTY—PERMANENCE—EASE OF MAINTENANCE... first choice of America's leading architects, civic planners and private industry.

Through the past quarter of a century Ceramic Veneer by Gladding, McBean & Co. has set the pace in building the Los Angeles that millions know.

1926 LOS ANGELES CITY HALL (pictured above)—first of the new public buildings to fully utilize the design and structural advantages of Ceramic Veneer.

1939 UNITED STATES POST OFFICE AND COURT HOUSE—second in the series of major Civic Center structures with Ceramic Veneer specified by the Federal Government.

1949 GENERAL PETROLEUM BUILDING—largest and most modern commercial building in Los Angeles. Completely faced with Ceramic Veneer—following the growing trend in the nearby Civic Center group.

These are among the thousands of outstanding buildings in the West wherein the advantages of Ceramic Veneer have been proved by experience—tested by time. No wonder Ceramic Veneer continues to set the pace as the truly modern facing material—expressing modern design with real economy.

Ceramic Veneer

Ceramic Veneer is a product of Gladding, McBean & Co., manufacturers of:
Hermosa Tru-joint Tile—Roof Tile—Face Brick—Glazed Structural Units—Vitrified
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P. Ballant
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Clorox Ch
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Safeway
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Shell Oil
Signal O
Standard
Sitzel-W
Levi Stre
Sutcliffe
Swift &
Trans W
Teacher's
The Texe
Tide Wal
United A
Hiram W
Washing
Western
Western
XLNT Sp
Yellow C

Altea Brewing Co.
American Airlines, Inc.
American Home Products Corp.
Arden Farms Products
Balfan Ice Cream Co.
P. Ballantine & Sons
Bank of America
Barbara Ann Baking Co.
Jas. Barday Co., Ltd.
Best Foods, Inc.
Borden Co.
Brown-Forman Distillers Corp.
C & H Sugar Company
California Bank
California Physician's Service
Canada Dry Ginger Ale, Inc.
Carnation Co.
Challenge Cream & Butter Assn.
Chrysler Corporation—Plymouth, DeSoto
Cinch Foods, Inc.
Citizens National Trust & Savings Bank
of L.A.

Clorox Chemical Co.
Dr. Pepper Bottling Co.
Douglas Aircraft Corp.
Ford Dealers Assn.
Ford Motor Co.
Forest Lawn Memorial Park Assn.
Frankfort Distillers Corp.
Frito Co.

Fruit Industries, Inc.
W. P. Fuller Co.
Gartner of Calif.
Gibhardt's Chili Powder Co.
General Electric Appliances Corp.
General Foods Corp.—Birds Eye,
Maxwell House

General Motors Corp.
Cadillac, Chevrolet,
Chevrolet Dealer Service,
Oldsmobile, Pontiac
General Petroleum Corp.
Golden State Co., Ltd.
Gordon's Dry Gin
Theo. Hamm Brewing Co.
Holly Sugar Co.
Geo. A. Hormel & Co.
Interstate Bakeries Corp.
Kraft Foods Co.
Las Vegas Chamber of Commerce

Leslie Salt Co.
Lever Brothers Co.
Libby, McNeill & Libby
Lockheed Aircraft Corp.
Los Angeles Brewing Co.
Los Angeles Times
Lucky Lager Brewing Co.
M J B Co.

Louis Milani Foods, Inc.
Minute Maid Corp.
The Mirror
Morton Salt Co.
Nash-Kelvinator Corp.
National Distillers Corp.
Olympia Brewing Co.
Pabst Sales Co.
Pacific Finance Co.
Pacific Wine Co.
Pan American Airways, Inc.
The Patri Wine Co.
Philo

Pickswest Frozen Foods, Inc.
RCA Victor
Reinier Brewing Co.
Reddi-Wip Mfg. Corp.
Regal Amber Brewing Co.
Richmond Television Corp.
S & W Fine Foods, Inc.
Safeway Stores, Inc.
San Francisco Brewing Co.
Santa Fe Cigars
Santa Fe Vinegar Co.
Shell Oil Co.
Signal Oil Co.
Standard Oil Co. of Calif.
Stitzel-Waller Distilling Co.

Levi Strauss
Sutliff Tobacco Co.
Swift & Co.
Trans World Airline
Tanner's Scotch
The Texas Co.
Tide Water Associated Oil Co.
United Air Lines
Hiram Walker, Inc.
Washington State Apple Assn.
Western Air Lines, Inc.
Weston Biscuit Co.
XLNT Spanish Food Co.
Yellow Cab Co. of L.A.

names are important!

Listed at left: over one hundred
names . . . important names . . .
names of companies which are
leaders in their respective fields
. . . companies whose outdoor ad-
vertising needs Pacific Outdoor is
proud to serve.



PACIFIC OUTDOOR

Advertising Company

995 NORTH MISSION ROAD
LOS ANGELES 33, CALIFORNIA



A service that understands your individual problem

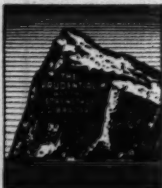
MORE western people than ever before in history turned to Prudential last year for assistance in financing their business operations . . . to finance their homes . . . and to obtain protection for both business and family through life insurance.

★During 1950 we granted more requests for loans on western real estate than ever before in the company's history. We made commitments to loan 118 per cent more money than in 1949.

★During 1950 the demand upon us in this area for life insurance protection—both for individuals and for group and pension plans—reached a new all-time high, and was approximately 25 per cent greater than in 1949.

CARROL M. SHANKS
President

HARRY J. VOLK
Vice President in charge
of Western Operations



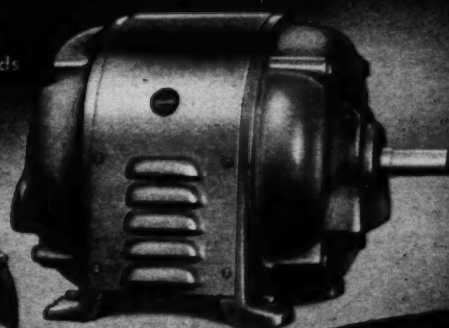
Those with whom we are doing business in all parts of the eleven western states tell us they have turned to Prudential because we provide a better and more understanding service. We believe it is better because all operations in this area are controlled by executives who live in the West and have personal knowledge of local conditions, and are better able to understand individual problems.

Whether it's business or individual problems . . . whether it involves financial protection through life insurance . . . or Prudential's all-purpose lending program — you, too, will profit by dealing with Prudential's Western Home Office. Call your local representative today.

THE PRUDENTIAL
INSURANCE COMPANY OF AMERICA
A MUTUAL LIFE INSURANCE COMPANY
WESTERN HOME OFFICE
LOS ANGELES, CALIFORNIA



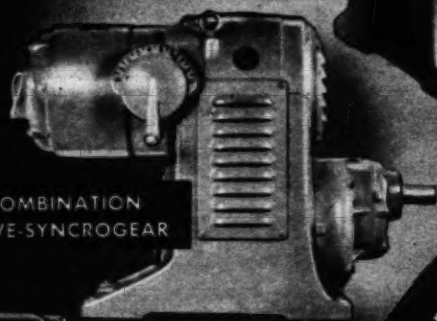
U. S. UNICLOSED
— for standard needs



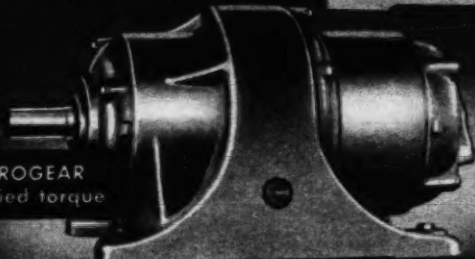
U. S. VARIDRIVE
— for variable speeds



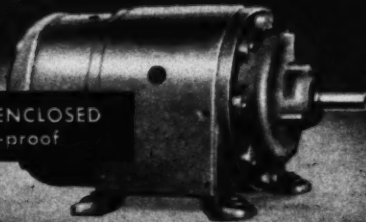
U. S. COMBINATION
VARIDRIVE-SYNCOGEAR



U. S. SYNCOGEAR
— for multiplied torque



U. S. TOTALLY-ENCLOSED
— explosion-proof



U. S. SANITARY
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U. S. VERTICLOSED
for deep well pumps



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— high frequency
induction type



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OF LOS ANGELES-MADE

U. S. MOTORS

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- ★ ASBESTOS-PROTECTED WINDINGS
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- ★ DUAL CYCLONE VENTILATION
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Because of their famed "years-ahead" engineering and high precision manufacturing of the motors of tomorrow, U. S. Motors provide "years-ahead" performance for the motors of today.

Since 1908 U. S. Electrical Motors, Inc. has been contributing to the science of electric motor manufacturing for industry. By their technical skill and exceptional facilities, they have gained an enviable national and international reputation for producing the finest power drives. The completeness of the line of U. S. Motors reflects the most modern conception of the basic principles of functional motor designs.

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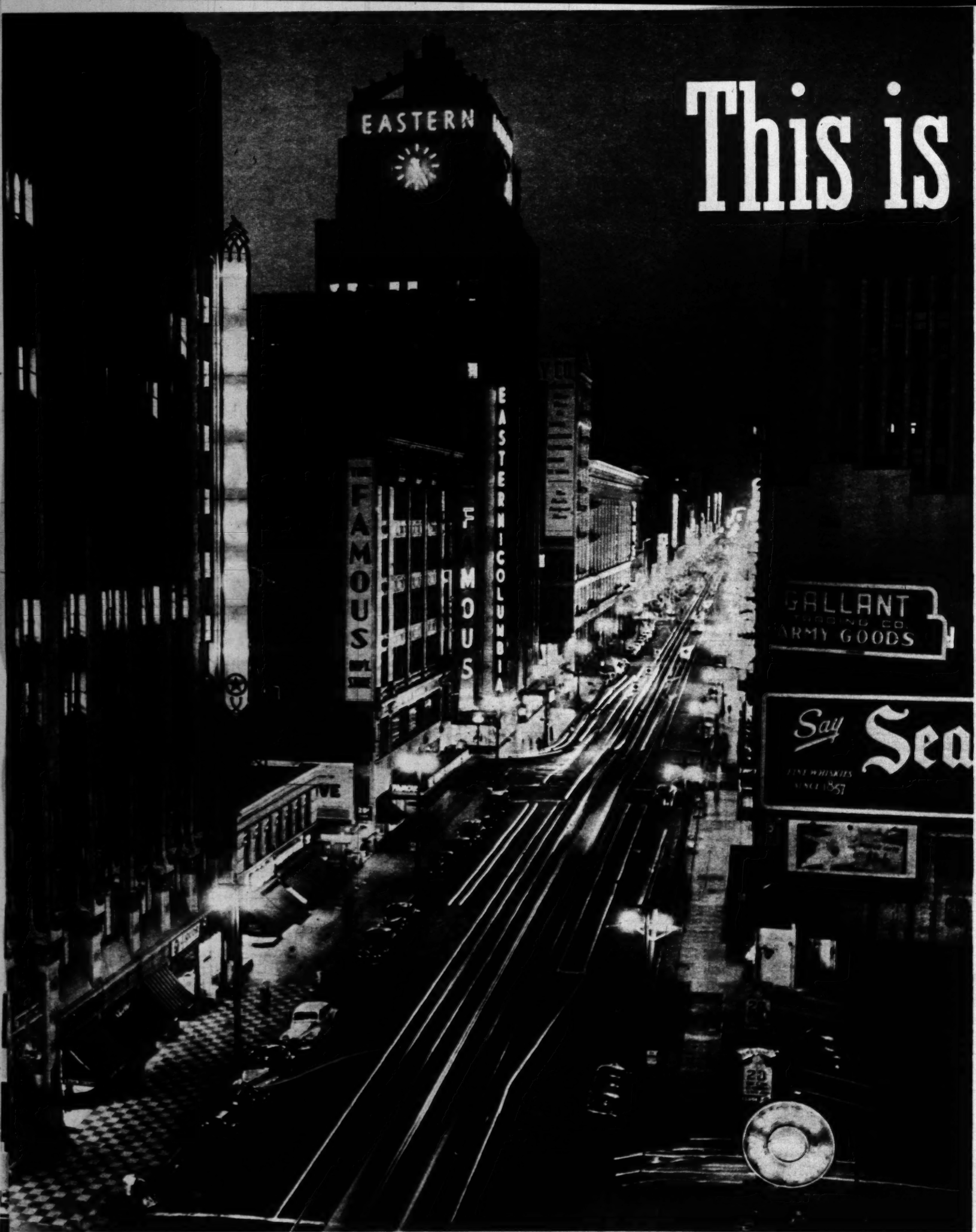
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Without obligation send Bulletins as checked:

Name _____	<input type="checkbox"/> GENERAL BULLETIN
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City _____	<input type="checkbox"/> SYNCOGEAR
Zone _____	<input type="checkbox"/> SANITARY
State _____	<input type="checkbox"/> VERTICLOSED
	<input type="checkbox"/> TOTALLY ENCLOSED

This is



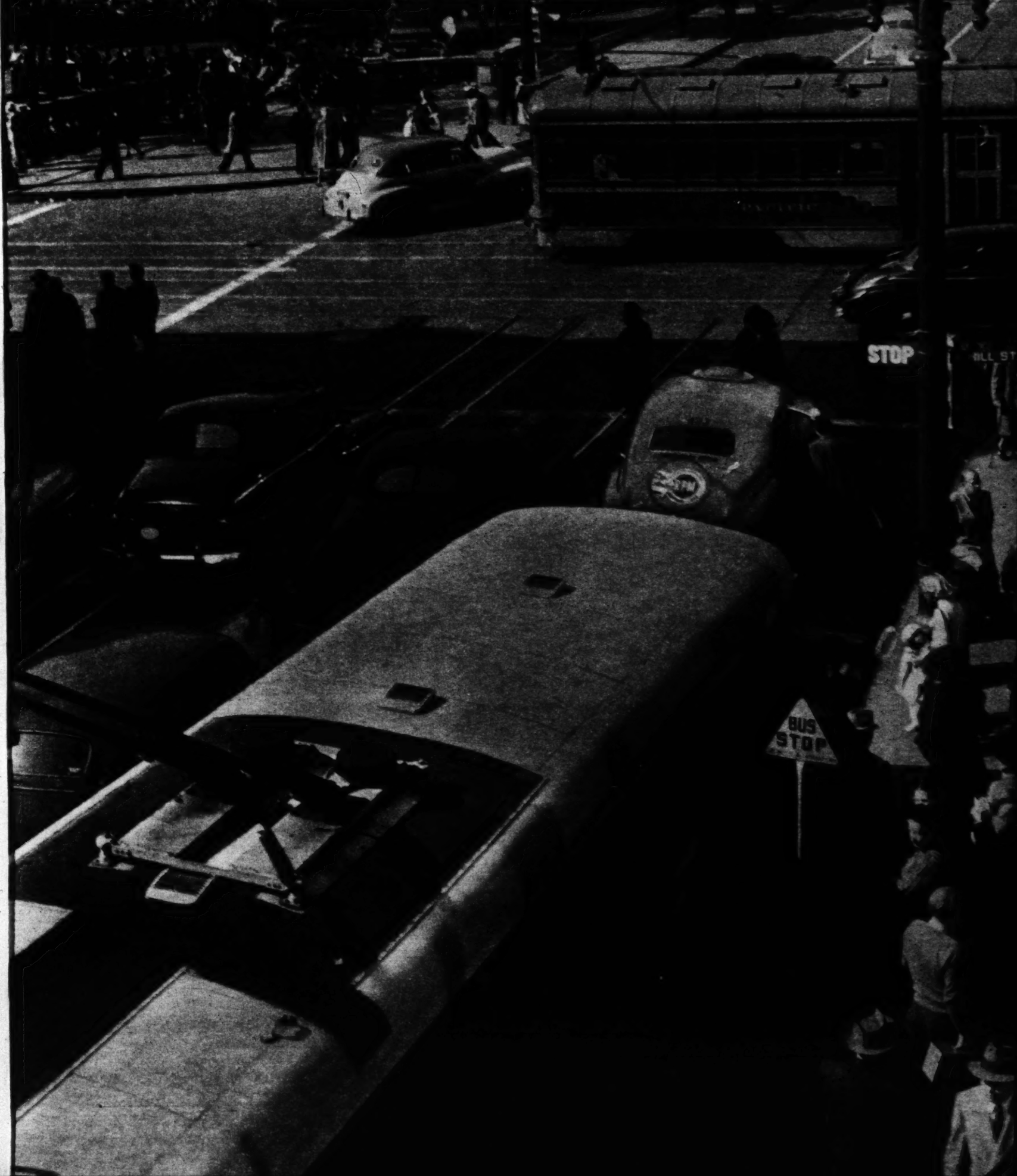
Bob Jakobson

BROADWAY POINTS a silver finger toward the distant heart of the metropolis. The office and store buildings stand dark and deserted but below, on the street, the city begins to glow with night life. Looking north from Olympic Blvd.

PEDESTRIANS SCURRY among the trackless trolleys, taxicabs and streetcars as the vehicles jockey for position at the intersection of 5th and Hill Sts. That's part of Pershing Square, at the top left, and this is the usual midday scene.

Dave Greenstein

LOS ANGELES



羅致菁華

GINLING WAY
NEW CHINATOWN

PAGODAS OF THE EAST proclaim with neon brilliance that this is Chinatown. Pushed out of its creaky old quarters in the Civic Center area to make way for Los Angeles' new buildings and wide freeways, this new Chinatown, between Castelar St. and Broadway, north of the Plaza, is a place where discerning Westerners eat the food of the ancients. The city's substantial Chinese population originated more than 100 years ago.

Jack Carrick



Steve Cox

On Parade . . . Curbstone Characters and Winded Musicians

THROUGH LEGS of a parade horse the front-line spectators of a western parade squint with admiration at (presumably) the caballero sitting in the silver saddle.



WHEW! Middle-aged member of band sort of collapses on grass during one of many parades of Nobles at national Shrine convention in Los Angeles recently.

John Malinin

This is LOS ANGELES continued

DEEP SHADOWS and brilliant sunlight, at left, fill this dark corridor, lined with fire escapes, in the heart of the city—a concrete canyon, quiet, cool and somehow forbidding.

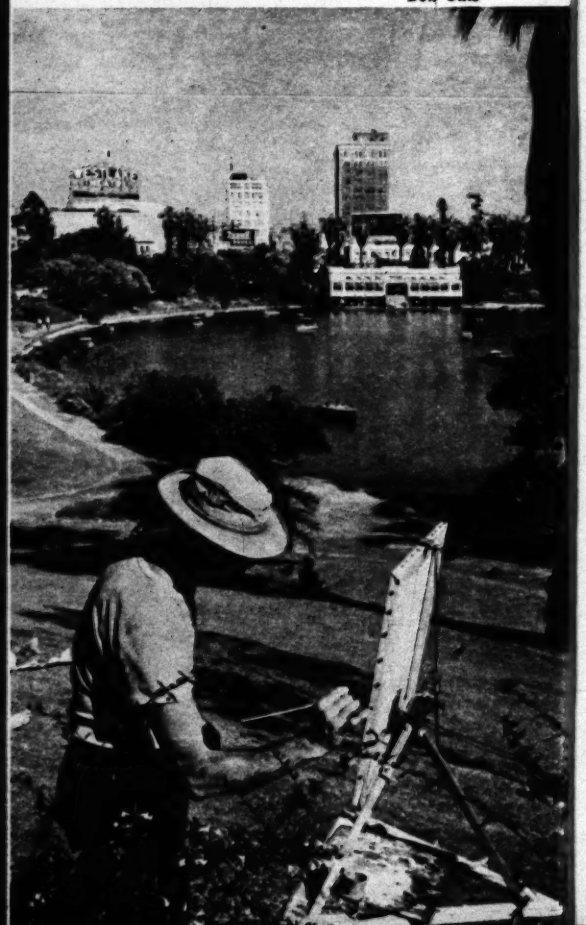
T. S. Hall

PONDEROUS CLOUDS presage rain on northern part of industrial district and railroad yards, at the right. First St. Bridge, in the foreground, crosses Los Angeles River channel.

Leonard Nadel

ARTIST ATTEMPTS to capture the leisurely enjoyment of an afternoon in Los Angeles' MacArthur Park.

Don Ollis





AFTER THE RAIN, LIGHTS GLOW AGAINST CLEAN, DARK SURFACES. SCENE IS ON BROADWAY, LOOKING NORTH FROM 7th ST.

Jack Carrick



Alfred Humphries



John Malmin

Kids Keep a City Like This Laughing

● CHILDREN keep a place young. Youthful laughter and frivolity aren't particularly conducive to age. Thus does Los Angeles retain her youth, because this place is overrun with children. Grade school pupils bursting out of class, above, reflect healthy enthusiasm and the half-drowned trio at right aren't dying on the vine, either. The answer is clear. Fairly even climate makes possible year-round playing outdoors. The warm, dry summers and brief rainy winters make Los Angeles an incomparable place for children to grow up.





Paul Calvert

LIKE A MIRROR is the sidewalk at 1st and Spring Sts. with the light poles cast in fine shimmering reflections.

WASH DAY in Aliso Village finds a couple of young housewives really up to their necks.

Leonard Nadd



Richard Oliver

IT'S NICE, sometimes, to be caught in the rain.



John Malmin

THIS ISN'T a parade but a mass of humanity, mostly women with preschool-age children, trooping across the intersection under the watchful eye of the policeman at the right. It's Dollar Day in downtown Los Angeles, a department store promotion.

ON THE MIRACLE MILE, the fabulous shopping and business center on Wilshire Blvd., the Prudential Building gleams with monumental whiteness. This scene might symbolize the realism with which Los Angeles plans its modern commercial districts.

Don Ollie





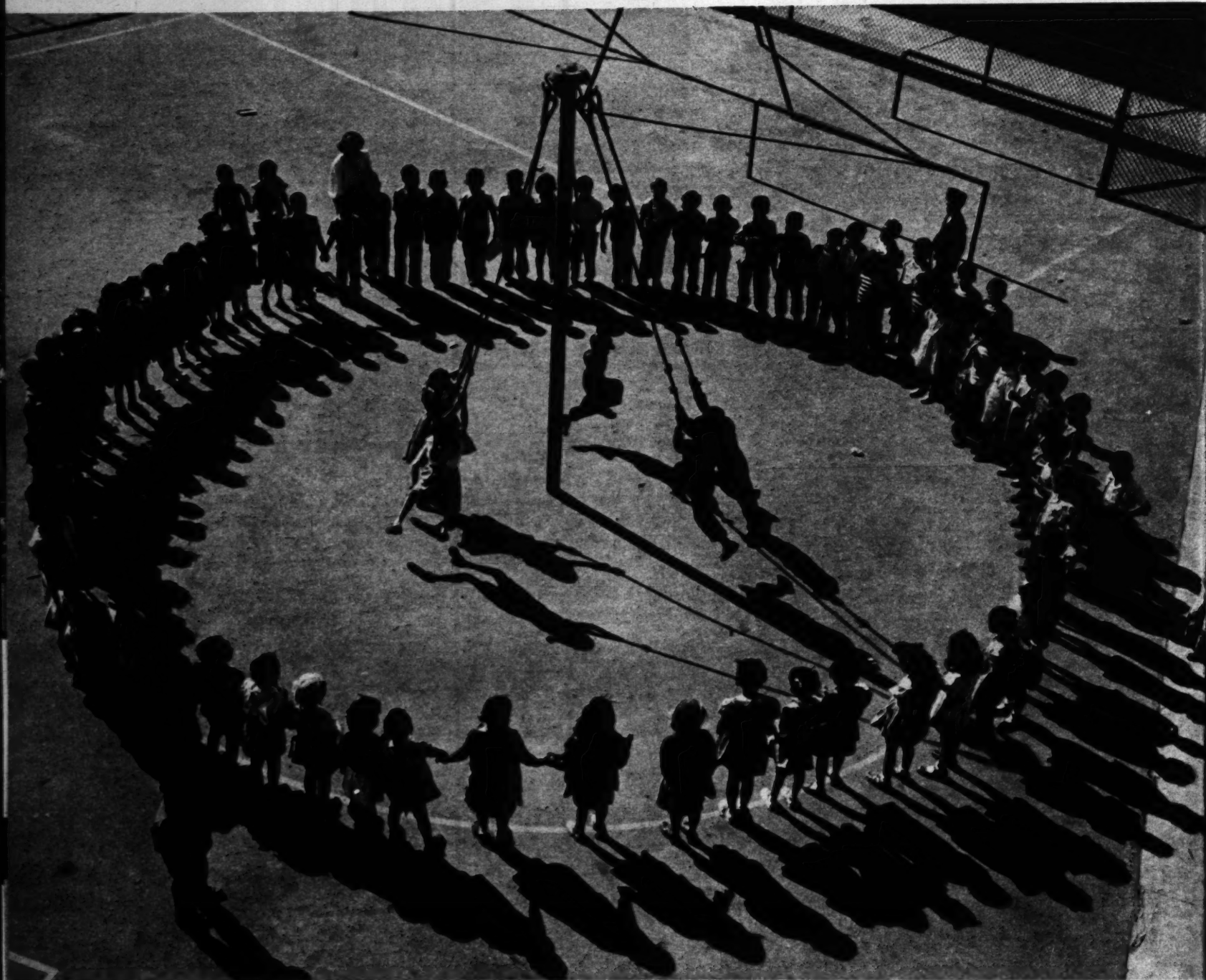
Wide World

DAZZLING REFLECTIONS illuminate the surface of Hollywood Blvd. The picture was made late in evening during a clearing interval between intermittent rain.



Paul Calvert

THE WONDERS of a Christmas display in a downtown store window are reflected on the faces of these shoppers, ranging from idle curiosity on the part of adults to downright awe from the children. None of the crowd could see the Times photographer.



Leonard Nadai

SUPERVISED play in a Los Angeles school yard finds young ones whirling on a Maypole while others wait their turn in a very good circle. Shadows make curious effect.



OFF THE ROOF of Post Office Terminal Annex clatters a Los Angeles Airways helicopter, bound for the airport with a load of mail for the air transports.

Robert Hale

In the Shadow of the City Hall... Oil!

● **ALMOST** within the shadow of Los Angeles City Hall one of California's oldest oil fields continues to turn out a creditable amount of crude. Los Angeles City Field, discovered in 1892 by Edward L. Doheny, has produced over 20,000,000 barrels of oil. About 80 old picturesque wooden derricks in this granddaddy of California fields are still pumping a total of 170 barrels daily.

Don Ollie

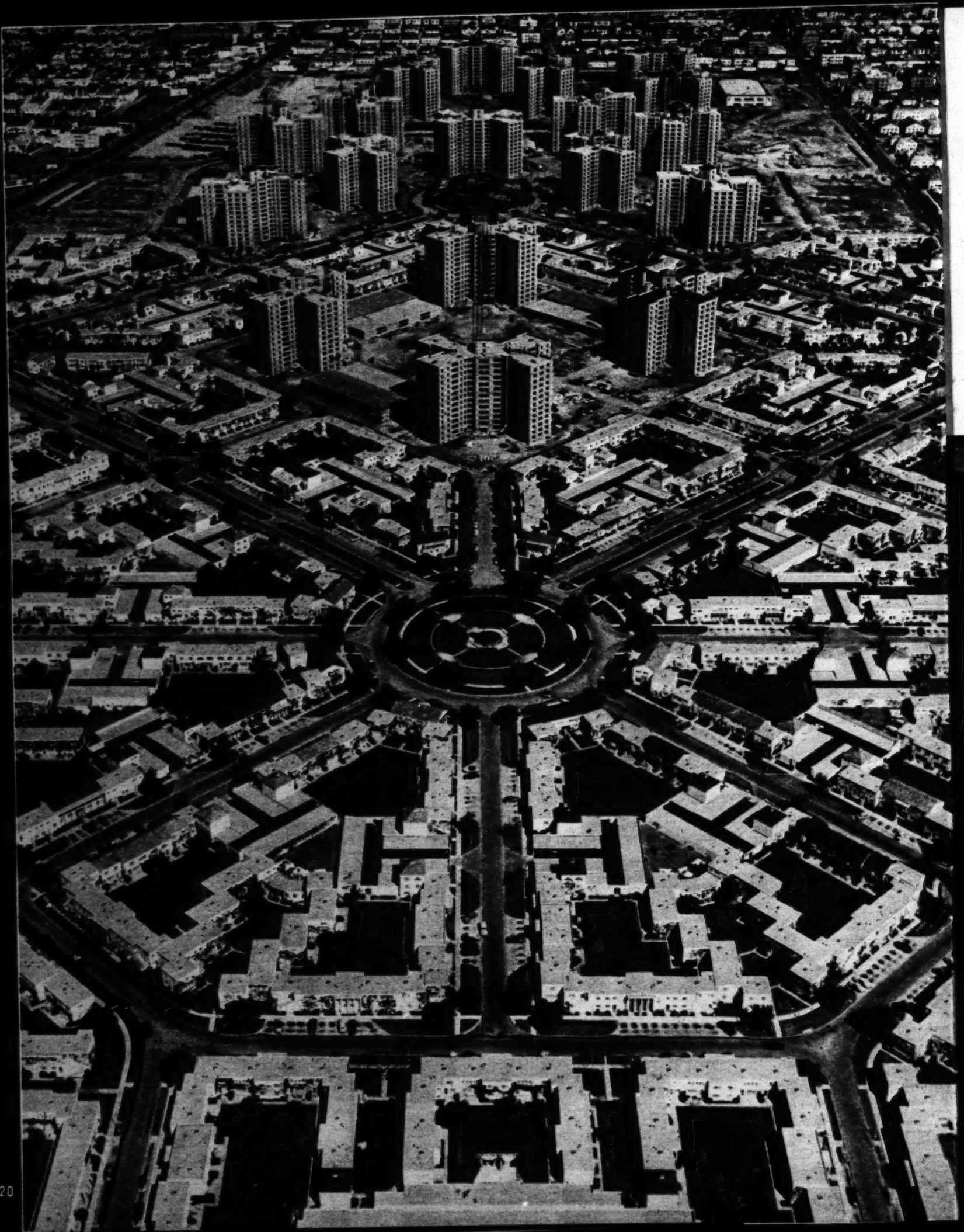
PAGEANTRY on a grand scale is made to order for Los Angeles. In the light-swept Memorial Coliseum 100,000 spectators watch the Shrine convention ceremony.

Paul Calvert



This is LOS ANGELES

Old Homes and New Make a Pattern for



ern for Living in Los Angeles

FROM 500 FEET, Metropolitan Life Insurance Co.'s Parklambrea project (left) makes interesting pattern. The 18 apartment buildings in the background, 13 stories high, each built in shape of an X, are in finishing stages.

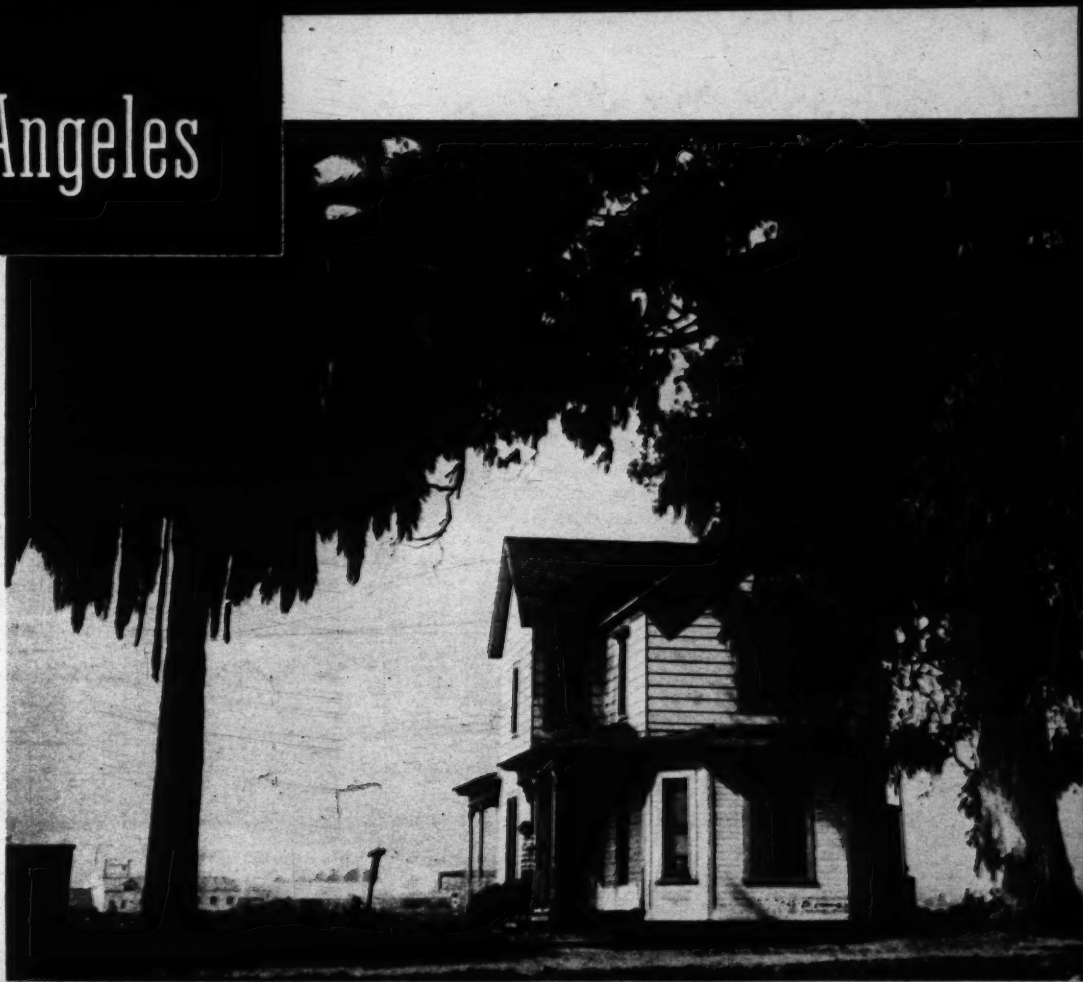
Paul Calvert

HERE AND THERE on the city's outskirts (right) the old ranch homes sit stubbornly in the shade of the great trees, unruffled by the fast-approaching tide of the tract homes.

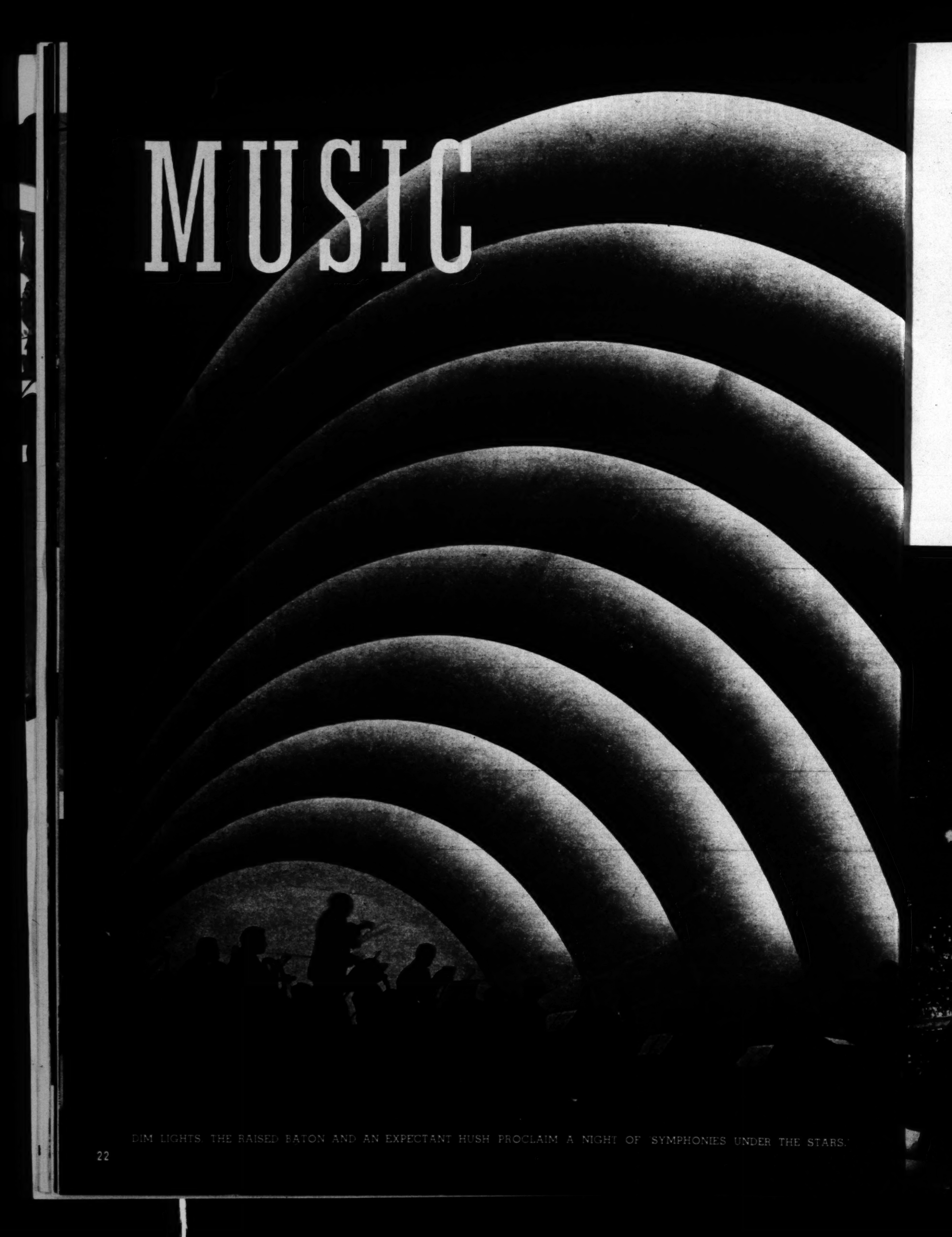
Art Rogers

PANELED WALLS, rag carpeting and picture windows. This is the Los Angeles home of today which stresses simplicity and easy living.

Leonard Nadel



MUSIC



DIM LIGHTS, THE RAISED BATON AND AN EXPECTANT HUSH PROCLAIM A NIGHT OF 'SYMPHONIES UNDER THE STARS.'

Our Music Plays On — a Season Without End

By **ALBERT GOLDBERG**
Times Music Critic

FEW CITIES enjoy the constant and widespread musical activity of Los Angeles. Every type of music is well represented and the music season goes practically around the calendar without a break.

The Los Angeles Philharmonic Orchestra is the city's foremost permanent musical organization. Sponsored by the Southern California Symphony Association, composed of leading citizens, the orchestra is in its 32nd season of a brilliant history with Alfred Wallenstein as its conductor for the eighth year.

Hollywood Bowl is the scene of an annual season of summer concerts, ballet, opera and special events. It has been nationally famous for 30 years and the most eminent conductors and soloists appear regularly on its programs. With its amphitheater seating 20,000 and its huge shell, surrounded by the high Hollywood hills, the Bowl presents a spectacular sight,

(Continued on Page 24)



Robert Jakobsen

BALLET RUSSE de Monte Carlo brings its delicate artistry to music-conscious Los Angeles—a high light of Hollywood Bowl's summer program.

IN A SPARKLING WORLD OF ITS OWN, HOLLYWOOD BOWL WEAVES A MUSICAL SPELL OVER A CAPACITY AUDIENCE.





SCENE FROM the hauntingly beautiful "Swan Lake" as presented by Sadler's Wells Ballet Company of England at Shrine Auditorium. Twelve performances made this outstanding event one of the high lights of the city's fall season.

FULL HOUSE watches "Finian's Rainbow" in summer light opera at Griffith Park's Greek Theater, the city's beautiful outdoor entertainment center. Recreation and Park Dept.



(Continued from Page 23)

and its Symphonies Under the Stars are attended by many thousands of music lovers each year.

In lighter vein during the spring and summer, the Los Angeles Civic Light Opera Association offers operetta and musical comedy productions of the highest caliber in Philharmonic Auditorium. Similar productions in the outdoor Greek Theater in Griffith Park are presented by Gene Mann and enjoy a large following.

Nor is Los Angeles without its grand opera. It can always rely on the two-week fall visit of the San Francisco Opera Company in Shrine Auditorium which brings a varied repertoire with established singers as well as a sprinkling of promising newcomers. In recent years there also have been two visits of the Metropolitan Opera.

Local opera productions are frequently of unusual interest, such as those Carl Ebert has directed for the county-sponsored Guild Opera Company and the opera department of the University of Southern California, and the ones directed at UCLA by Jan Popper. The Los Angeles Conservatory of Music, Claremont Colleges, Pepperdine College, Los Angeles City College and other educational institutions also have presented student or semiprofessional opera in a manner that indicates an abundance of talent and public interest.

One of the great needs of Los Angeles at the moment is a modern theater for operatic productions. To this end Greater Los Angeles Plans, Inc., has been working for a number of years. Plans are ready for a Music Center embodying both a large auditorium for opera and theatrical spectacles, and a smaller concert hall. Much of the property for the project has been purchased and despite setbacks because of the war situation the backers are optimistic that the Music Center will come to an early fulfillment.

Chamber music is one of the most assiduously cultivated forms of music in Los Angeles and enjoys a popularity and dependable support that make it one of the distinctive features of the city's musical life. The Music Guild presents a series of 10 concerts in Wilshire Ebell Theater by foremost chamber music organizations and players, with emphasis upon rarely per-

(Continued on Page 39)



SPECTACULAR SCENES from Oscar Straus' "The Chocolate Soldier" (above and below,) one of four operettas sponsored last year—the 13th season—by the Los Angeles Civic Light Opera Association at Philharmonic Auditorium. "Rose Marie" also was presented and "Lost in the Stars" and "South Pacific" were brought here to make up a most successful season. Attendance totaled more than 450,000.

Clay Williamson



AMONG ACCOMPLISHMENTS of the University of Southern California's Institute of Fine Arts—the cappella choir pictured in a campus concert.



On a Grand Scale: Los Angeles Enjoys a Vigorous Season of Opera



THE MAGNIFICENT LILI PONS SINGS 'LUCIA DI LAMMERMOOR' IN SAN FRANCISCO OPERA COMPANY SEASON HERE.



LEADING FEMININE roles were taken by Colleen Wilson, Maja Sargeant (above) in UCLA's production of "The Beggar's Opera" in Royce Hall Auditorium. At left, a gang of "cutthroats" in same opera.

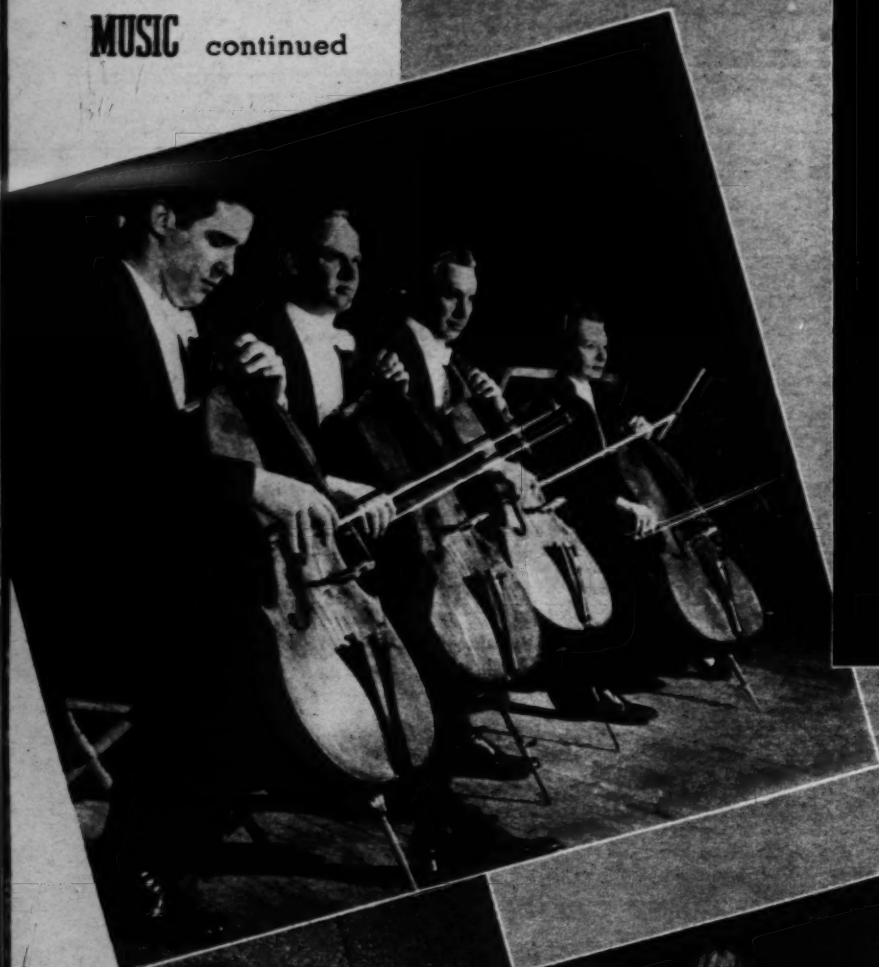
SOUTHERN CALIFORNIA Symphony Association for the first time last year became the sponsoring agent for the San Francisco Opera Company's season here — its 14th. Among the 14 performances in the expansive Shrine Auditorium was Mozart's "Marriage of Figaro," two of the scenes from which are pictured here.



● **NOTABLE ACHIEVEMENTS** in the field of music are being scored at both the University of California at Los Angeles and the University of Southern California. To the esteemed Dr. Jan Popper of UCLA music department and to the widely known Carl Ebert, in charge of SC's operatic productions, must go much credit.

SCENE FROM 'DON PASQUALE,' A STUDENT PRODUCTION PRESENTED AT THE UNIVERSITY OF SOUTHERN CALIFORNIA.





Alfred Wallenstein, in His Eighth

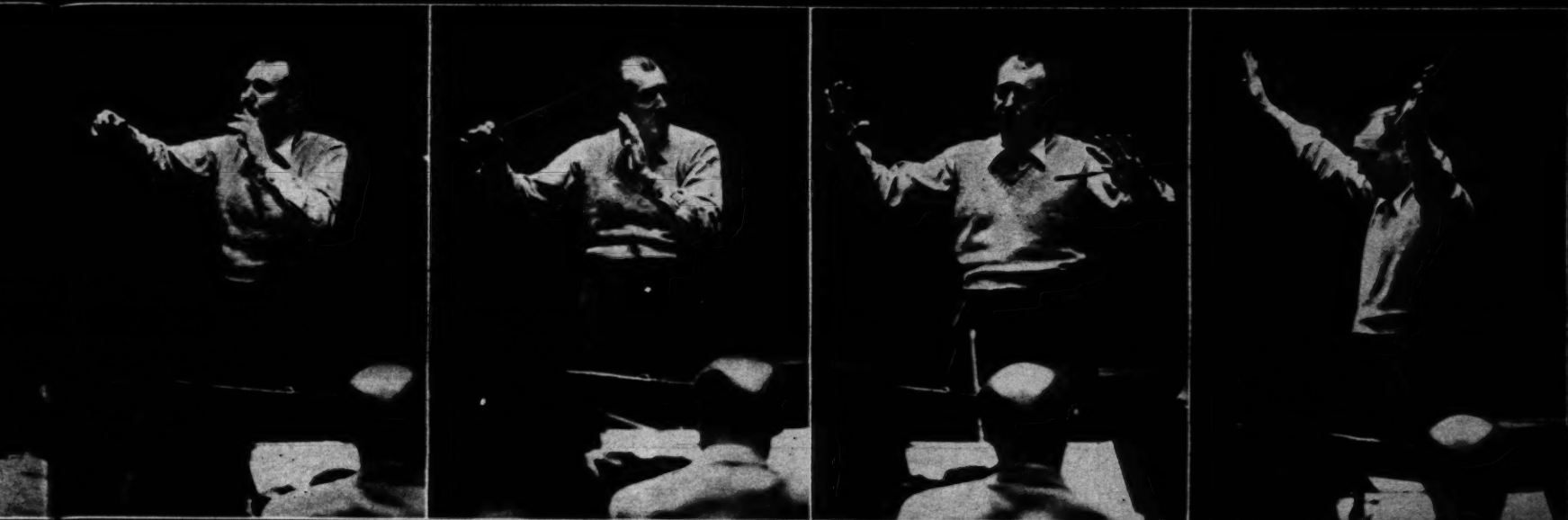
Ye

Philharmonic Achieves Its Greatest Success

● LOS ANGELES Philharmonic Orchestra, now in its 32nd season, is the center of the city's musical life. Alfred Wallenstein, in his eighth year with the orchestra, is one of the few American conductors in a post of similar importance. The orchestra plays 18 pairs of subscription concerts in Philharmonic Auditorium and gives nearly 50 concerts a season in other Southern California cities. Soloists for the current season include Kirsten Flagstad, Ferruccio Tagliavini, Bidu Sayao, Suzanne Danco, singers; Robert Casadesus, Oscar Levant, Lillian Steuber, William Kapell, pianists; Jascha Heifetz, Zino Francescatti, Isaac Stern, violinists, and Artur Rodzinski, guest conductor.



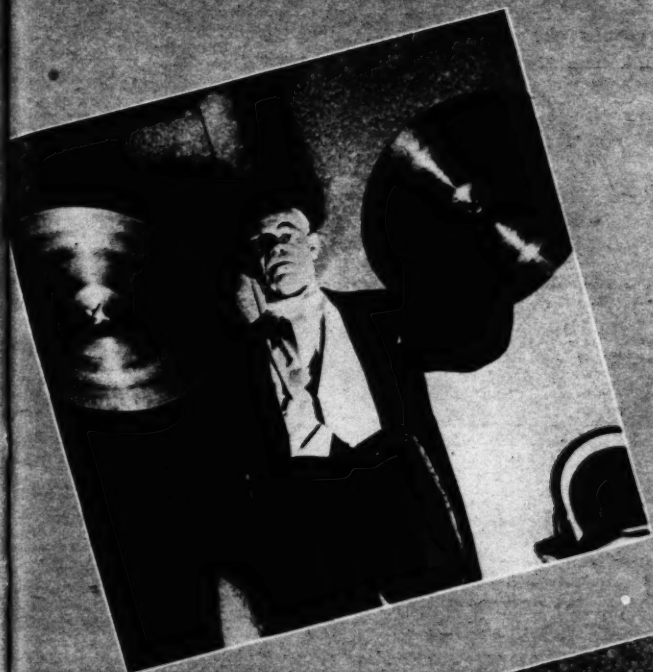
One Philharmonic photo



Year With the Los Angeles Philharmonic Orchestra, Conducts the Musicians in Rehearsal

Phil Bath photos

UNUSUAL VIEW from the wings as Arturo Toscanini brings his unparalleled mastery to Southern California music lovers. Toscanini was giving his highly successful concert with the NBC Symphony Orchestra at Pasadena.



MUSIC continued

'I'll Swing Your Gal ... You Swing Mine!'

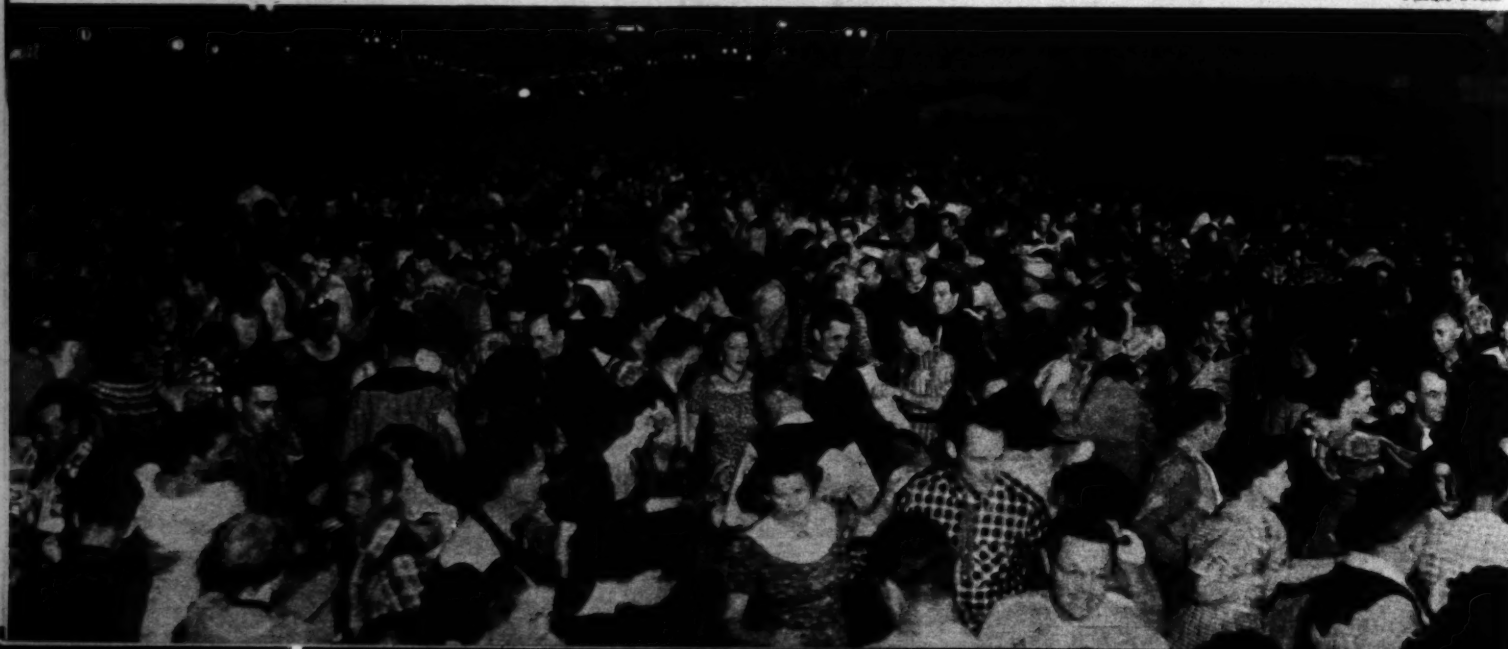
● SQUARE DANCING took hold of Los Angeles in the postwar years with a fervor unmatched in organized adult recreation. It now is in the advanced stage here with newcomers at a minimum and stylists galore. City Recreation and Park Department, which sponsors many night classes, deserves much credit for this success.



Los Angeles Recreation and Park Dept.

ON FIVE CITY BLOCKS AT SANTA MONICA 14,000 SQUARE DANCERS FOLLOW CALLS IN THE BIGGEST SHINDIG EVER.

Pacific Press





Rod Yould

'Charleston! Charleston!' ... Remember?

● REVIVAL of Dixieland music of the solid Down South variety is partly the result of an inclination by some middle-agers to recapture the spell of the 20s and 30s. The Charleston, Black Bottom and other dances consequently have been revived with more hilarity than success and the pictures of these breathless individuals cavorting in Hollywood night spots bear out the situation pretty well. Some of them are film people, which means that the young actresses are being introduced to an old and catchy dance. Nonetheless the Charleston and its Dixieland beat are rejuvenating many a night club.

Globe photos



ART



IN THE HUNTINGTON ART GALLERY VISITORS ENJOY REYNOLDS' "SARAH SIDDONS AS THE TRAGIC MUSE," PAINTED IN 1784.



IN THIS beautiful setting of the Huntington Library and Art Gallery at San Marino are kept many of the most coveted masterpieces known to the world.

'THE BLUE BOY,' Gainsborough's world-renowned work, is but one of the art treasures which make the Huntington Gallery outstanding in the west.

BELOVED 'PINKIE,' Sir Thomas Lawrence's treasured masterpiece, is another in the Huntington collection.



Los Angeles: A Western Center for World Art

By **ARTHUR MILLIER**
Times Art Critic

HALF a century has seen Los Angeles grow from a modest center of western art to a western center for world art. While the city's art museum facilities have not been able to keep pace with metropolitan growth, there probably are more practicing artists resident here than in any other city except New York.

Art dealers' galleries are numerous, too, indicative of the many buyers and collectors of art here. And art exhibitions now are frequently sent here direct from their New York showing, or vice versa. Members of the motion picture colony and the industry itself have played an important part in bringing these things about. Actors, directors, musicians and producers are prominent among local art collectors. The studios themselves employ many artists.

The climate appeals to artists because it permits year-round work in pleasant temperatures and varied scenery. During the war years a number of European artists of note settled here.

(Continued on Page 34)

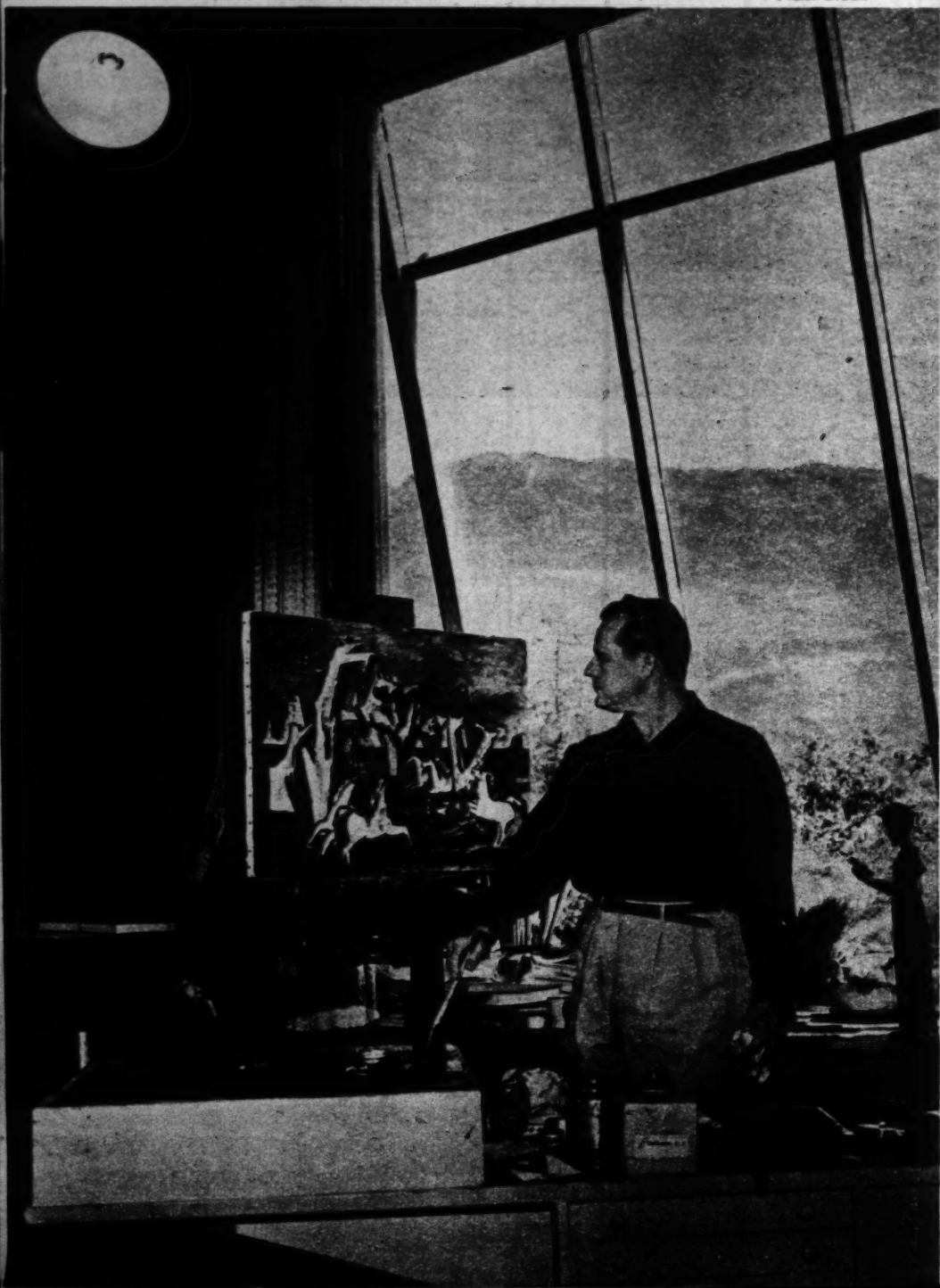


John Naimin

ERNEST YERBYSMITH of Laguna Beach works on bust of the late Frank Cuprien, marine painter who was among founders of the artists' colony. Yerbysmith has modeled the likenesses of many Southland notables.

MILLARD SHEETS probably is this State's most widely known painter. First recognized as a vigorous water colorist, he has works in leading museums and murals in public buildings. Shown in Padua Hills studio.

Frank Brown



ART continued



Paul Calvert

ITALIAN-BORN Rico Lebrun gained international fame as classical draftsman before developing present style of expressive distortion. He's shown at work on one of his unusual paintings on the theme of the Crucifixion.

(Continued from Page 33)

the best known being Eugene Berman, acknowledged leader of the world's neoromantic school and the most prolific designer of ballet settings and costumes at work today.

The Henry E. Huntington Art Gallery at San Marina houses the finest collection of 18th century English paintings in the United States, containing such famous pictures as Sir Joshua Reynolds' "Mrs. Siddons as the Tragic Muse" and Sir Thomas Lawrence's "Pinkie." The Los Angeles County Museum in Exposition Park has extensive collections of paintings, sculpture, furniture and decorative arts of Occidental and Oriental origin. These collections have grown rapidly in recent years and represent every important culture from prehistoric times to the present. American Indian art is well represented there. The Southwest Museum, on a hill overlooking Arroyo Seco Parkway, is entirely devoted to indigenous arts of the great Southwest and to the related arts of Indian peoples of the Western Hemisphere. The Elizabeth Holmes Fisher Gallery on the campus of the University of Southern California houses a large collection of Dutch, French, Flemish, English and American paintings which Mrs. Fisher presented. The Pasadena Art Institute is steadily acquiring varied art collections and its many galleries house changing exhibitions of old and contemporary art. The Laguna Beach Art Association maintains a large gallery for the work of its members and others on a headland above the ocean in that beach art colony.

Scripps College has become an art center for the citrus-belt cities southeast of Los Angeles. San Diego and Santa Barbara both have dis-

(Continued on Page 39)



Jack Carrieh

AT WORK on one of her creations is Hildred Reents of San Gabriel, one of the Southland's leading ceramic artists.

GALEN DOSS, at the right, is among the marine painters who have helped to make the Laguna Beach seascape famous.

John Malmin

PAINTING CLASS from the Los Angeles City Recreation and Park Department's Barnsdall Arts and Crafts Center puts the lovely Echo Park Lake scenes on canvas—a class project.

Recreation and Park Dept.





SCULPTRESS
Katherine Stubergh, the noted maker of movie manikins, with one of the heads of early California figures she made for the State fair.



KATHI URBACH uses colored fibers impregnated with secret solution which she molds onto canvas to form sculptured paintings of an Oriental motif.



CALIFORNIA'S great variety offers unlimited opportunity for the flower arranger. Margaret Carrick is well advanced artist in this unique field.

ART continued



Jack Carrick

HENRY LEE McFEE, one of the finest living painters of still life, at work in his studio in the nearby Padua Hills art colony.

CLASS IN CLAY modeling bears down on the subject at the County Art Institute. Some 600 students are enrolled in 40 classes—a self-supporting and county-sponsored project.

Art Rogers





Robert Ritchie

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185 Laguna residents were required to portray figures in the paintings, and another 300 were involved in lighting technique and artistic problems. Thousands fill Irvine Bowl for the pageant.



Robert Ritchie

WELL-KNOWN "FAMILY PORTRAIT," LEFT, AND "VIRGIN AND CHILD WITH THREE SAINTS," RIGHT, ARE POSED PAINTINGS.

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OUR MUSIC PLAYS ON — A SEASON WITHOUT END

(Continued from Page 24)

formed examples of the literature. Five of the Music Guild concerts during the present season are being devoted to the entire cycle of Beethoven's string quartets, played by the Hungarian Quartet. The Evenings on the Roof concerts given either in Wilshire Ebell Theater or the Wilshire Ebell Chamber Music Hall are similarly interested in new and unusual music. The performers are resident musicians and such local chamber music groups as the American Art Quartet, the Coriolan Quartet, the Compinsky Quartet and other groups and soloists participate regularly. During the current season Evenings on the Roof is sponsoring 14 regular programs, a Mozart series of six concerts and two Beethoven programs by Joseph Schuster, cellist.

In adjacent Pasadena, the Coleman Chamber Music Association has maintained chamber music concerts for 47 seasons and during the current year again will offer a series of seven events, importing several organizations for exclusive West Coast appearances.

The Hollywood String Quartet also gives three concerts during the season in Assistance League Play House, and several educational institutions that have taken chamber music organizations as resident faculty members have presented series of concerts. During the past season the Hungarian Quartet gave a Bartok-Haydn series at SC, the Paganini Quartet was heard in an educational lecture-concert project at UCLA, and Occidental College sponsored concerts by the Alma Trio.

Nor should a year-round series of free Sunday afternoon chamber music concerts in Los Angeles County Museum be overlooked. Los Angeles County and the American Federation of Musicians jointly sponsor this series and the programs of high caliber are played by the foremost resident musicians.

All the major touring artists and organizations visit Southern California regularly, of

course. The Sadler's Wells Ballet of London filled the 6000-seat Shrine Auditorium for 12 performances, and Ballet Russe de Monte Carlo and Ballet Theater have a faithful clientele during annual seasons here. Arturo Toscanini and his NBC Symphony Orchestra played two concerts in Pasadena Civic Auditorium during the course of their transcontinental tour, the only city in the country to be thus honored.

Foremost recitalists and other concert attractions are presented to Los Angeles by Mrs. L. E. Behymer in Philharmonic Auditorium, the oldest and most firmly established of the city's concert courses. Irwin Barnes also sponsors numerous concert attractions and Moss, Hayman and Wilson are presenting a series of four famous pianists.

Outlying concert courses are numerous. Elmer Wilson conducts a well-established series in Pasadena Civic Auditorium and there are others in Beverly Hills, Santa Monica, Occidental College, Claremont Colleges, San Marino, Chapman College, Pepperdine College, Ontario and UCLA.

LOS ANGELES: A WESTERN CENTER FOR WORLD ART

(Continued from Page 34)

tinguished art museums. Under the directorship of Millard Sheets the art department of the Los Angeles County Fair, held each fall in Pomona, shows important art exhibitions. The 1950 "Masters of Art, 1790 to 1950" exhibition, staged there, had sculpture and paintings lent by top museums and private collectors of the United States, and seen by 600,000 people. Los Angeles' Department of Municipal Art annually sponsors a competitive exhibition in the Greek Theater, Griffith Park, of paintings, sculpture and miniatures by artists of the greater metropolitan area. In 1950 10 three-day outdoor art shows opened simultaneously with this annual event in city parks and playgrounds.

The County Museum presents each spring

Music making by amateur groups is encouraged on rather a vast scale. Amateur or semi-professional symphony orchestras dot the map, the most active of them, with regular series of concerts, being those of Glendale, Burbank, Inglewood and Highland Park.

The Bureau of Music of the Department of Art, City of Los Angeles, offers statistics concerning its widespread recreational program to show that more than 1,000,000 persons last year took part in such of its activities as youth and adult choruses, the Civic Center Orchestra, community sings and park band concerts in beautiful outdoor settings.

Thus it will be seen that the musical life of Los Angeles is integrated with its social and civic life in a manner achieved by few large centers of population. Music is the most active of the arts in Southern California and the constant growth in public interest and the expansion of activities indicate that the position of Los Angeles as a major music center is bound to be in the future even more influential than it is now.

an annual exhibition by artists living within a 100-mile radius of Los Angeles. The city is the home of the California Water Color Society, which has members throughout the country. The society's exhibitions tour the United States. Artist organizations from professional to amateur level are numerous. The Business Men's Art Institute has more than 100 members of many trades and professions who practice art as a serious hobby. Los Angeles has some notable private art collections. The most important are probably the collection of modern French and Pre-Columbian American art formed by Mr. and Mrs. Walter C. Arensberg, and the collection of French Impressionist and later paintings belonging to Mr. and Mrs. Edward G. Robinson of Beverly Hills.



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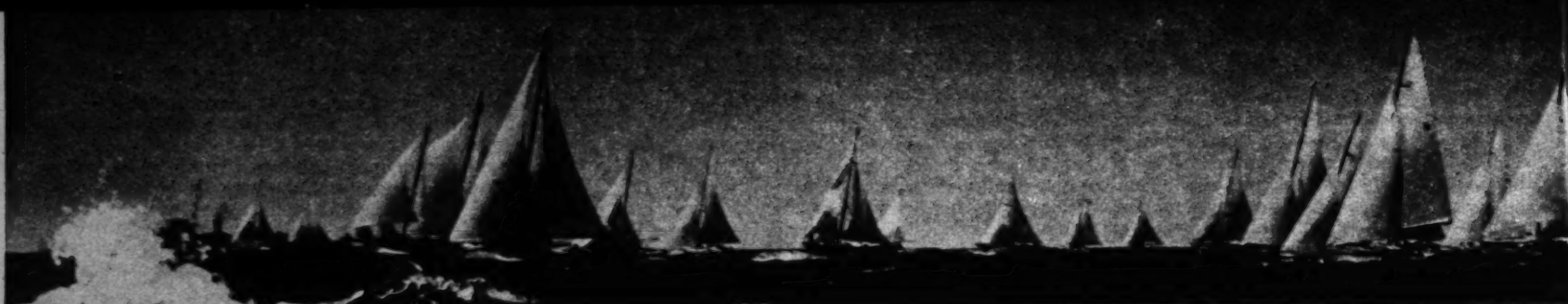
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Even today, the stately eucalyptus continues in its attitude of mourning. The Spanish brought many varieties of Eucalypti trees from Australia, but so far as is known this is the only specimen which has ever grown in this spreading manner.

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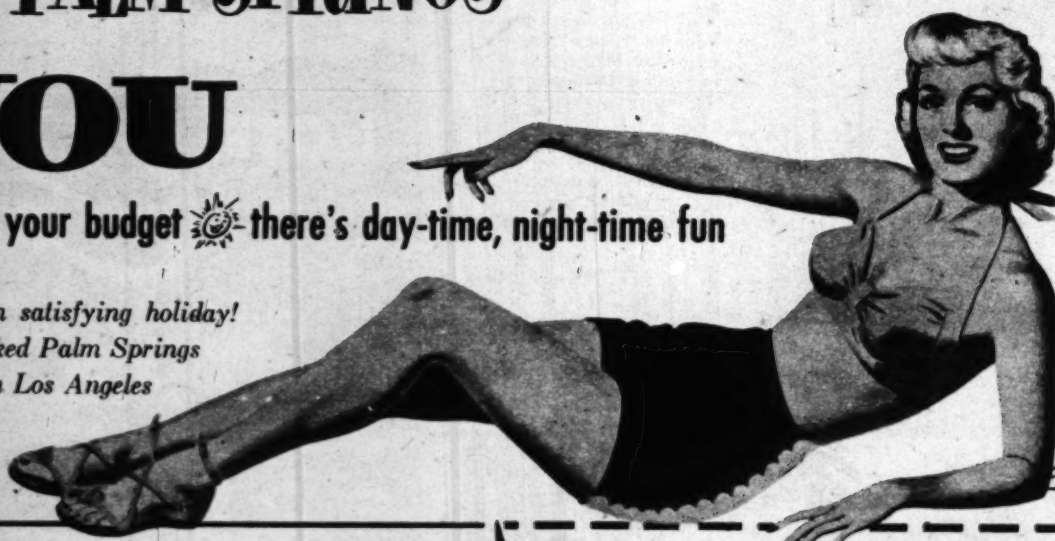
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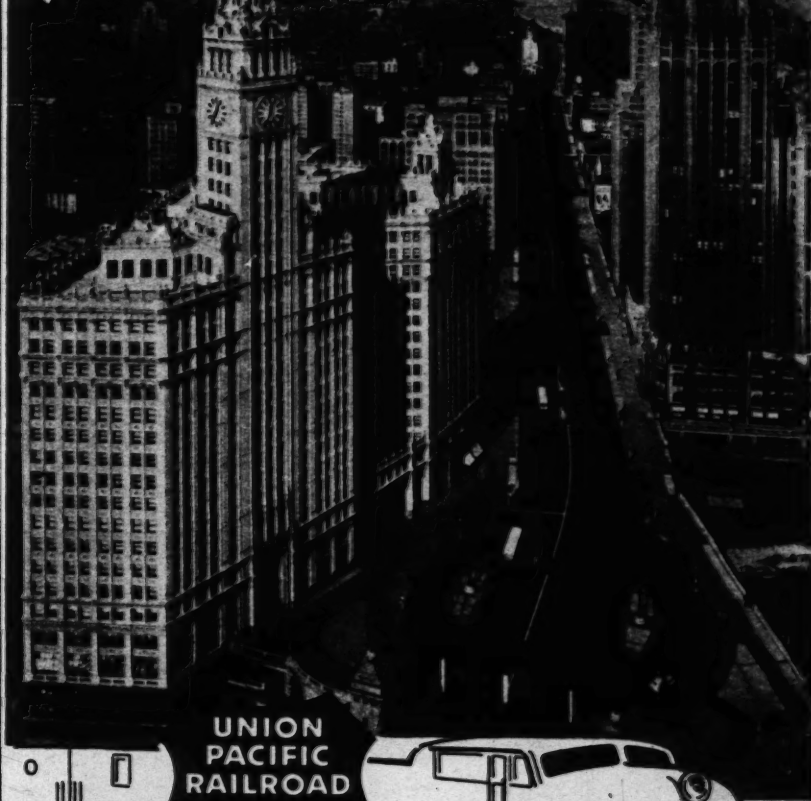
We will meet you

Phone . . . Michigan 8886

"The West's Largest and Most Reliable"



Enjoy
Your trip **EAST**



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"CITY OF LOS ANGELES"

DAILY BETWEEN LOS ANGELES - CHICAGO

No faster train to Chicago . . . no safer, smoother, more comfortable way to travel! It's up-to-date, with famous Lounge Cars, variety of Pullman accommodations, new Dining Cars; Coaches have new, scientifically-designed seats with full-length, cushioned leg rests; Buffet-Lounge Car for Coach patrons. You'll find a world of travel pleasure on the "City of Los Angeles."

OR "REST AS YOU RIDE" ONE OF THESE FINE DAILY TRAINS

LOS ANGELES LIMITED

Through Pullman service to Chicago, New York, St. Paul-Minneapolis. No extra fare. Modern Coaches, Dining and Lounge Cars.

UTAHN-Streamliner "CITY OF ST. LOUIS"

Only through Coach between Los Angeles and St. Louis. New Coaches with leg rests, and modern Pullmans to Denver, Kansas City, St. Louis. New Dining and Lounge Cars.

PONY EXPRESS

Serving Las Vegas, Salt Lake City, Butte, Omaha, Chicago, Denver and Kansas City.

FREE

TRAVEL FOLDER!

Union Pacific Railroad

422 West 6th Street, Los Angeles 14, California

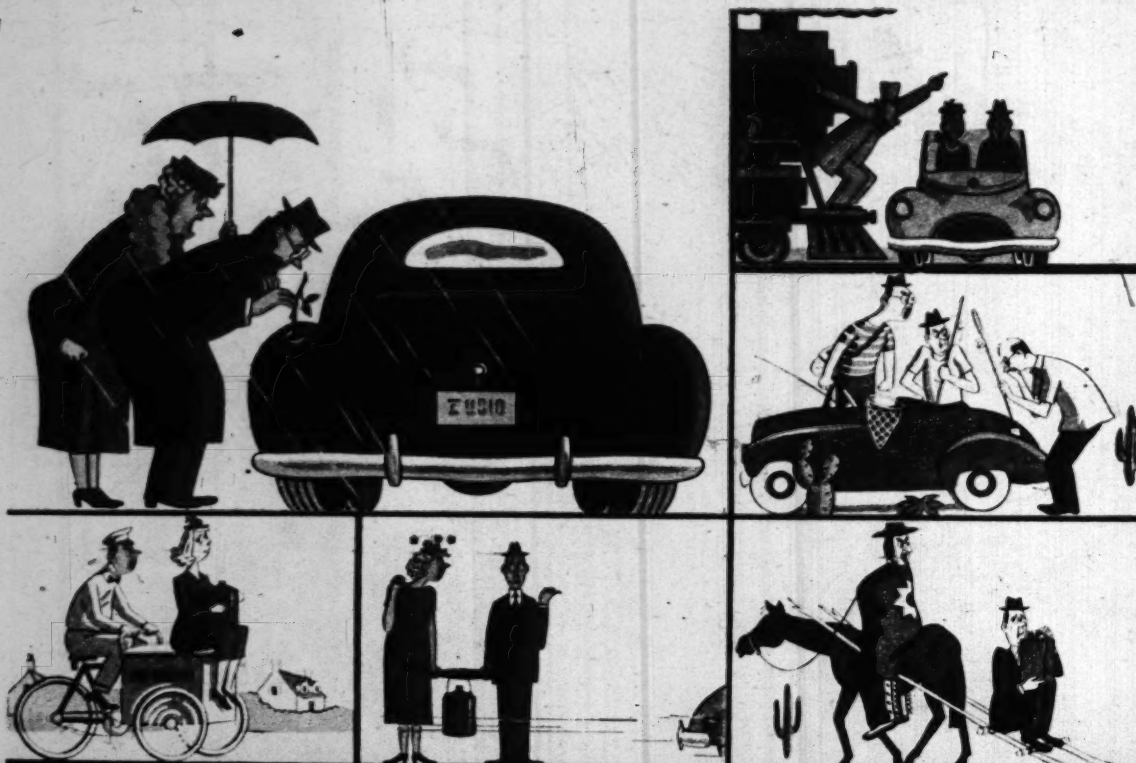
Please send folder on "Eastern Cities"; I am interested in a trip to

Name _____

Address _____

City _____

Phone _____



"next time

Go Farther
with...



QUESTION: How can drivers avoid predicaments like these?

ANSWER: Switch to Signal, the famous go-farther gasoline.

IN FACT... so many drivers have been doing just that...

1950 was the biggest year in the entire history of Signal Gasoline!



The Magic Market—Los Angeles County—did 1/25th of the nation's total retail business last year.



L.A. County has more people than the total populations of any one of 40 of the 48 states (state populations as given in the last census). Only 8 states had total populations greater than our single county now has.



L.A. City did more retail business last year than any U.S. city other than New York and Chicago.

This is the "Magic Market" of the U.S., and it's "the natural outdoor market." The key to outdoor advertising is Foster and Kleiser Company. The proof: More leading firms use Foster and Kleiser outdoor advertising service than any other.

In Los Angeles it's Foster and Kleiser—the sign of successful outdoor advertising—the only service engineered to the Los Angeles market of today.

Let us show you this study.
It's a key to more successful
selling of this great market.

Foster and Kleiser
— COMPANY —

ESTABLISHED 1901



Palm Desert

HOME OF SHADOW MOUNTAIN CLUB

where you get the
BEST of
California

SCENE AT SHADOW MOUNTAIN CLUB

STAY A DAY, A WEEK, OR A LIFETIME AT THE

Smartest Address on the American Desert

This is it! The desert wonderland you've seen pictured in news reels and movie magazines where film stars and every day folks like yourself share the world's finest climate. Enjoy exciting recreation or peaceful relaxation at this famed desert community just 12 miles from Palm Springs! A community of fine homes, schools, churches, luxurious hotels! Home of the fabulous Shadow Mountain Club . . . the million-dollar family club. Whether you come for a vacation, or to make it your home — there's nothing . . . absolutely nothing . . . like Palm Desert!

► SPACIOUS HOMESITES FROM \$995 ◀

Easy terms.

PICK YOUR PLEASURE
AND ENJOY IT AT ITS
VERY BEST!

GOLF . . . SWIMMING

HUNTING

SNOW SPORTS

(just a few miles away)

RIDING . . . HIKING



VACATION
AT

Palm Desert

12

WONDERFUL
HOTELS

MATCHLESS FOOD
SENSIBLE RATES

Send for
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"PALM DESERT
STORY"

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COUPON BRINGS
PICTURES, INFORMATION

Clifford W. Henderson, Founder-Pres.
Palm Desert Corp. P.O. Box 1
Palm Desert, California
Gentlemen:
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Hotel Accommodations ☐

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Ride Great Trains through a Great Country



12 great trains

Super Chief	El Capitan
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Si, si, si, chico! Riding one of Santa Fe's great trains is certainly the way to see that romantic Southwest of yours. Santa Fe trains are famous for comfort and room to move around . . . for a wonderful choice of fine Fred Harvey meals . . . for dependable on-time schedules, regardless of weather . . . for arriving right downtown.

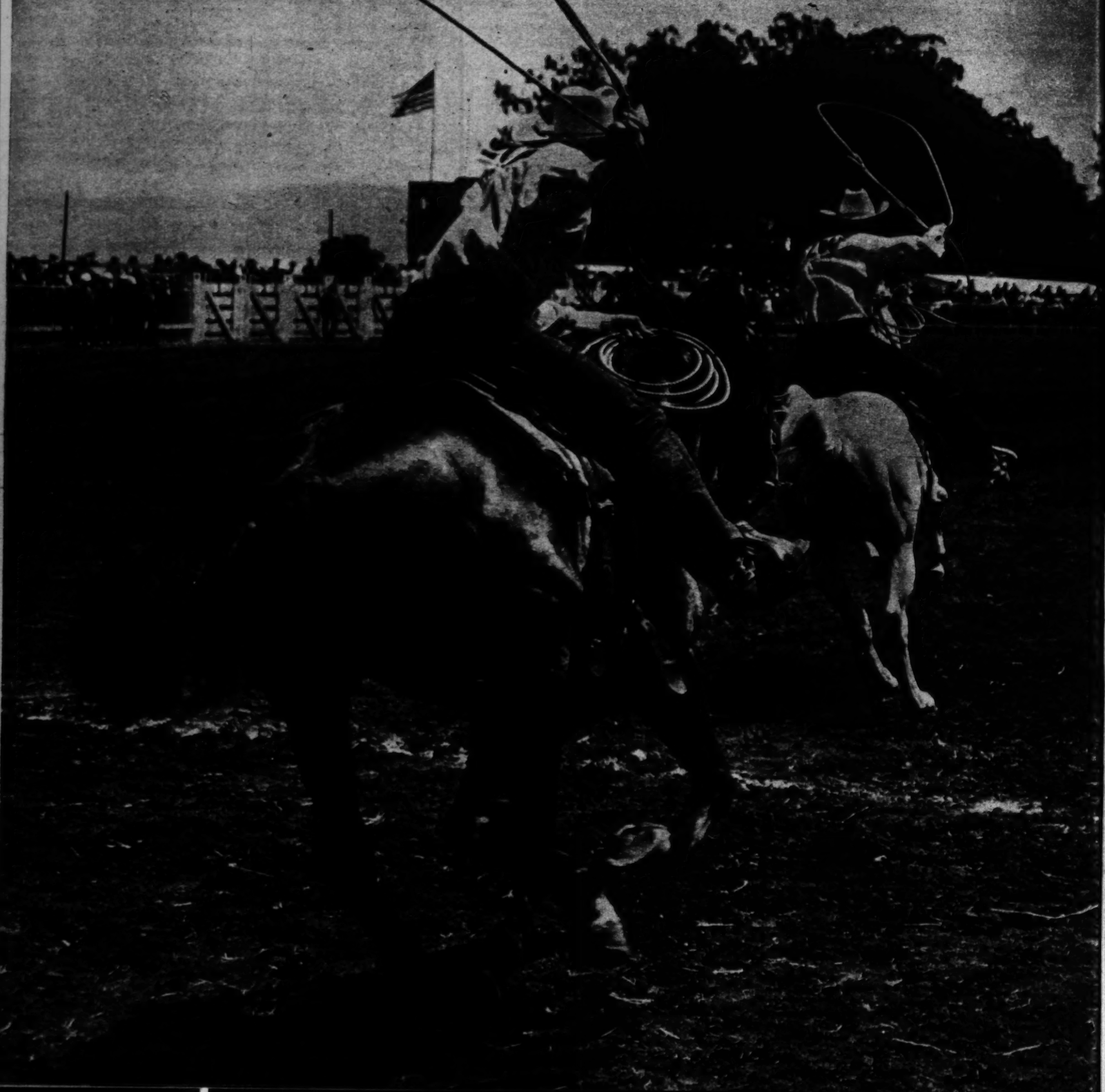
Yes, traveler, figure it out—you'll go Santa Fe—all the way!

Let your local Santa Fe Representative
help plan your trip.

IN DOWNTOWN LOS ANGELES
601 S. Hill St., 100 W. Sixth St. and Union Station
Telephone: MUtual 0111



RECREATION



INDIA

● SUM
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INDIAN ARTIST ATALOE PRESIDES OVER CAMPFIRE AT IDYLLWILD, WHERE SC INSTITUTE OF ARTS HOLDS SUMMER SESSION.

● SURELY the extremes in recreation are touched in these photos at Idyllwild, for instance, where classes of SC's Institute of Arts, a summer program for teachers, explains lore and background in music or the arts—compared with the harum-scarum sport the youngsters at right are about to engage in. Still, it's all part of the Southland outdoor picture.

MAD DASH for the neighborhood playground is made by equipment-burdened group of children on a Saturday afternoon.

City Recreation and Park Dept.

HOT AFTER the steer go these cowboys (at left) in team-roping competition in the West's most rigorous sport—rodeo riding.

Milton J. Lewis

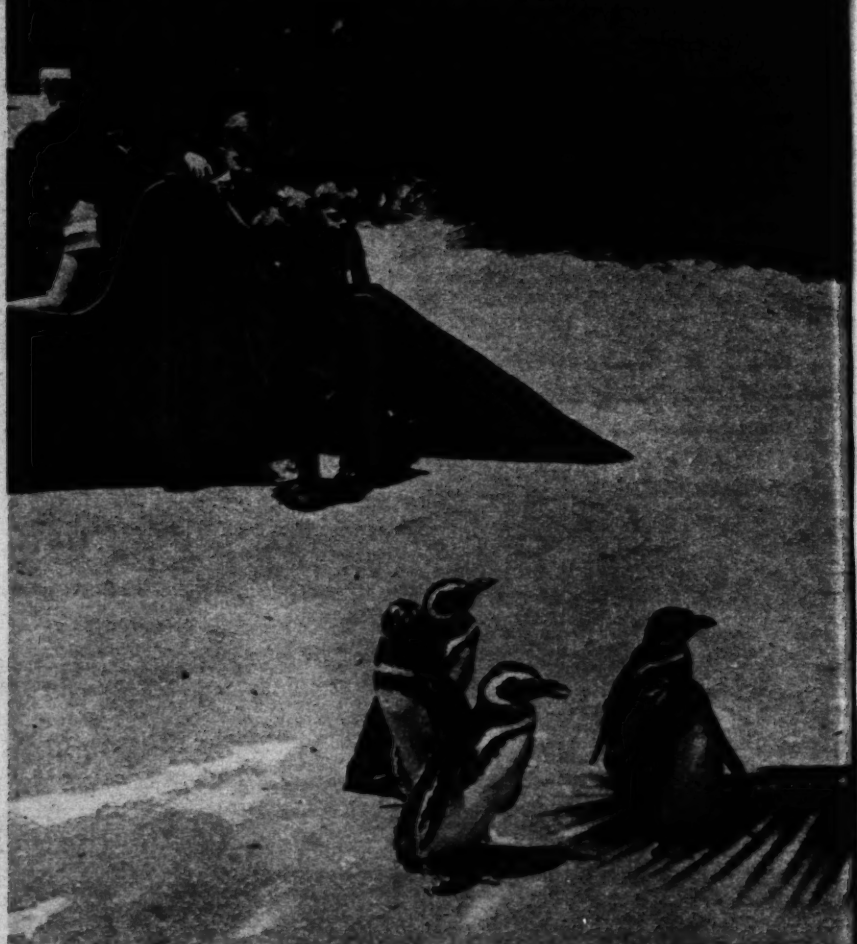


RECREATION continued

Recreation and Park Dept. photos



ARCHERY LESSON



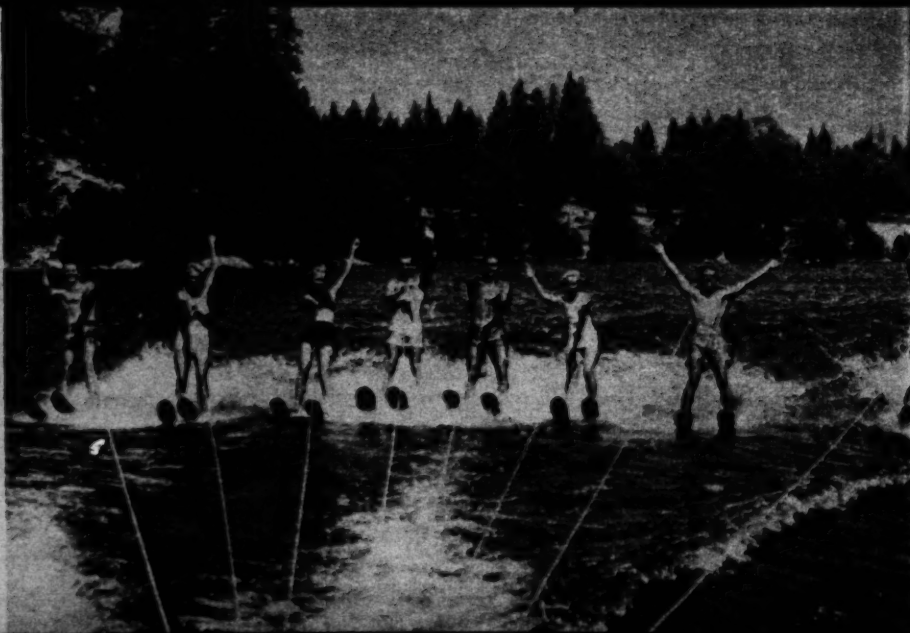
Hubert Lowman

IN A LAND of sunshine and warm breezes, penguins from the South Pole paddle about on famed Santa Catalina Island.

We've Everything Under the Sun

● WHAT makes Southern California attractive to the outdoor person is the variety of its recreation. In addition to specialized sports, like golf and fishing, the Los Angeles City Recreation and Park Department provides facilities for other games at its playgrounds and sports centers. Here are a few of them.

see Greenstein





Dave Greenstein

BEAUTIFUL SYCAMORE-STUDDED FAIRWAY ON THE WILSON COURSE AT GRIFFITH PARK, FIRST GREEN IN FOREGROUND.

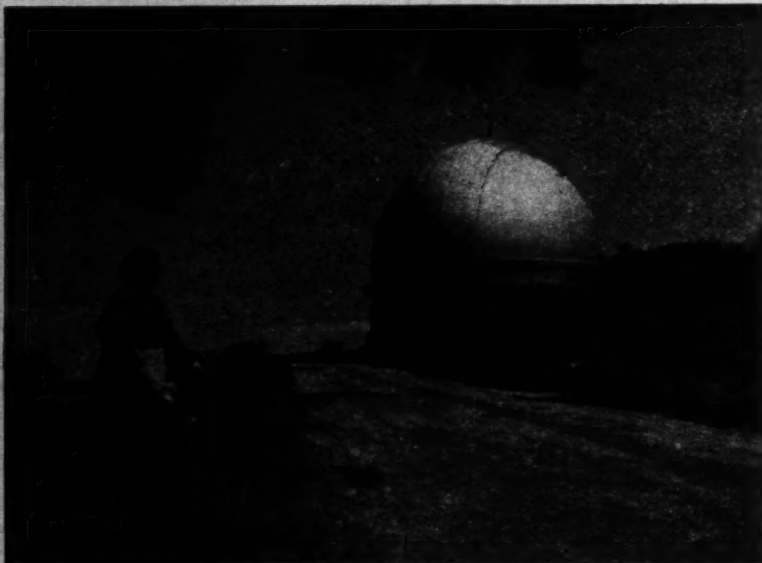
see Greenstein

Art Rogers



Where Does the Open Road Take You?

● A SOLID DAY'S drive from Los Angeles will put you in a sea of sand dunes which are the equal of anything produced on the Sahara Desert. Yet, in wintertime, it's only 90 miles from the City Hall to the best skiing territory in the West. No other land in the world boasts a spectacle like the towering, ageless redwoods found in our national parks and in the Redwood Empire, and nowhere do the lowly wild flowers grow with such color as in our deserts and mountain meadows.



Hubert Lowman

PICTURESQUE DRIVE through San Diego County to Mt. Palomar brings this rewarding view—the home of awesome 200-inch telescope.



Joan Muench

NATURE PUTS on her prettiest dress in the spring. These are some of the poppies growing in glorious profusion on Antelope Valley slopes.



Lynn Rogers

LIKE TOYS are the automobiles crawling humbly through the 3000-year-old gigantes—Mother Nature's oldest children—in Sequoia National Park.

HUGE DUNES, the Algodones, are located near the California-Arizona border in the Imperial Valley.

Don Ollis

SKI
Wat
in A
Fore
50 m
Ang



Art Rogers

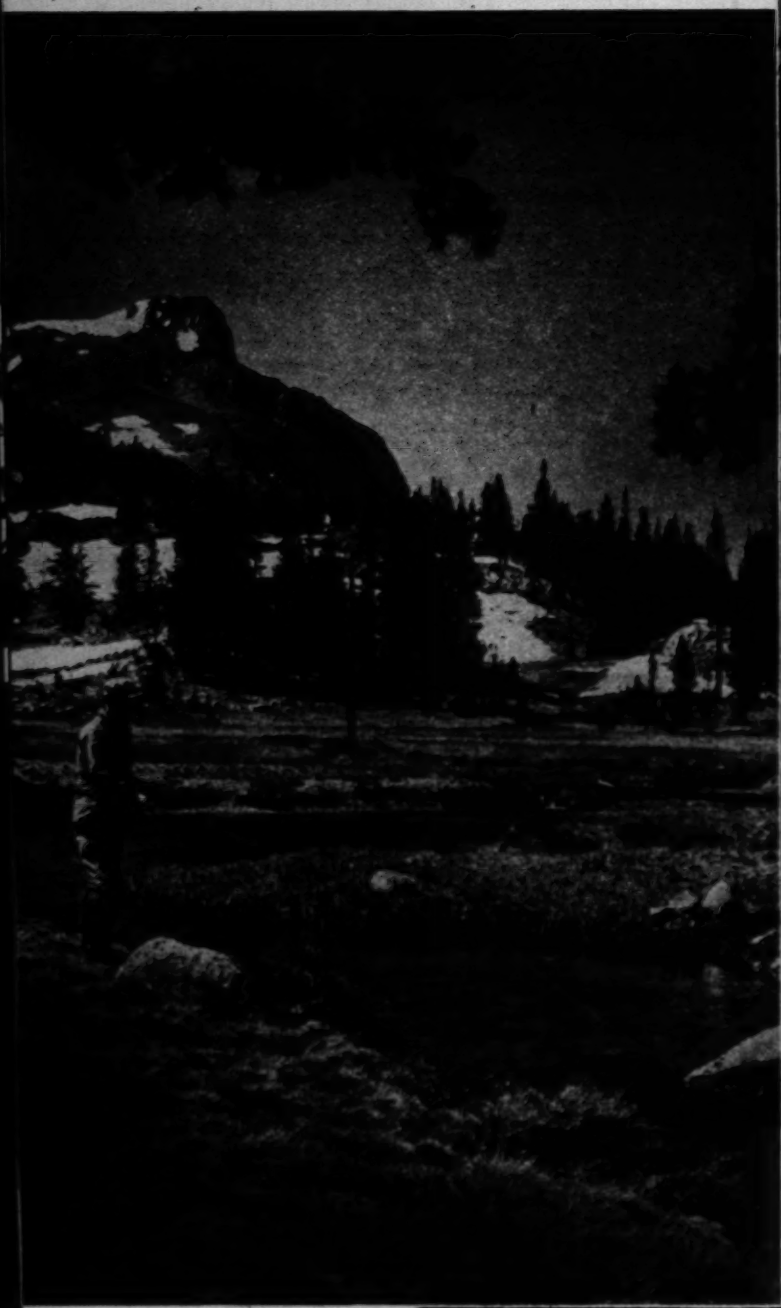
FISHING SEASON opens in California, and on famous Lake Crowley, city-operated recreation area 380 miles from Los Angeles, anglers go after the fighting trout.

ON THE SLOPES of Badger Pass in Yosemite National Park is found some of the best skiing in the world. The director of the Yosemite Ski School here shows how.



SKIERS RIDE the Mt. Waterman chair lift in Angeles National Forest. Slope is only 50 miles from Los Angeles City Hall.

John Melvin

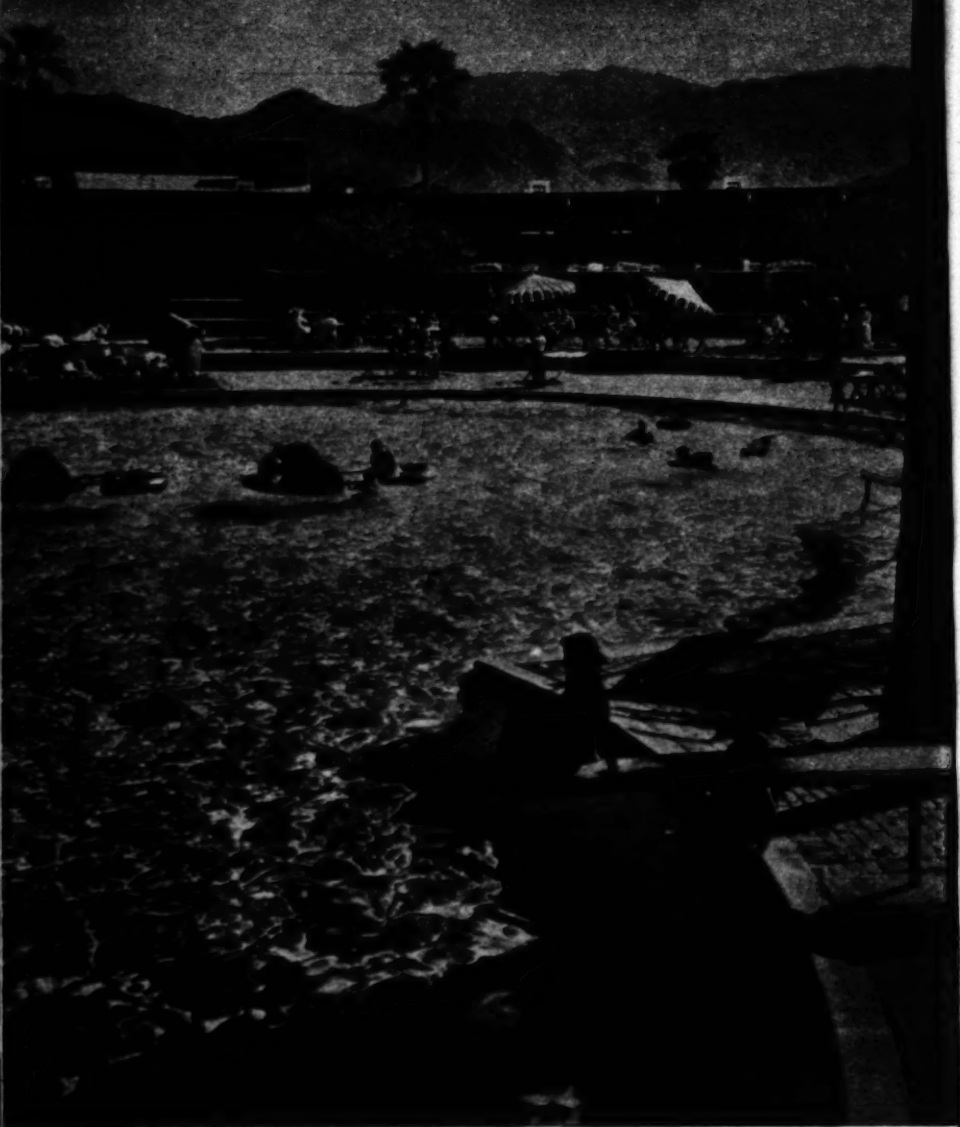


Milton J. Lewis

CLEAR AND SHARP is the air on Tioga Pass, the back road to Yosemite, and this fisherman tries his skill with the rainbow trout which thrive in the rushing snow-fed mountain streams.

GOOD FELLOWSHIP rides with the Rancheros Visitadores on annual trek through beautiful Santa Barbara back country.

Josef Muench



Hubert Lowman

VISITORS from the frigid East enjoy warm wonders of a winter at luxurious Shadow Mountain Club in thriving Palm Desert community.



Racing Dinghies and Desert Golf

● CALIFORNIA'S 11 Southern counties were visited last year by 2,620,000 out-of-State tourists who spent, according to the All-Year Club of Southern California, about \$366,117,000. The reason they did so is well illustrated in these pictures of Southern California recreation area extending from desert to sea.



Associated Press

PRETTY SIGHT as 125 young Southern California yachtsmen start the annual flight of the snowbirds over six-mile course in Newport Bay.



JOSHUA TREES line the golf fairway in Apple Valley, the 3000-foot-high resort area and winter playground in the desertland near Victorville.

SUNSET FINDS the surf fishermen silhouetted against the darkening sea. Picture was made between Crystal Cove and Corona del Mar.

Paul Calvert



BUILDING FOR THE FUTURE . . .

On January 17, 1950, ground was broken for the Union Oil Company's Research Center at Brea, California . . . a \$5,000,000 project to be completed by P. J. Walker Company in July, 1951. Research will cover every phase of the petroleum industry and the buildings now under construction are capable of accommodating double the staff for which plans now call. Union Oil is looking to the potent future of the West . . . planning ahead for expansion . . .



ENTRANCE TO UNION OIL'S 30 ACRE RESEARCH PLANT BEING COMPLETED AT BREA

AUSTIN, FIELD & FRY, ARCHITECTS

P. J. Walker Company has consistently maintained facilities capable of producing on an even larger scale. Our faith in the future of the West has been justified a thousand times . . . we are proud indeed to have written the history of progress in massive structures of steel and concrete. We pledge our reputation, our integrity and our ability to continued service.

P. J. Walker Company

Established 1895

LOS ANGELES, CALIFORNIA

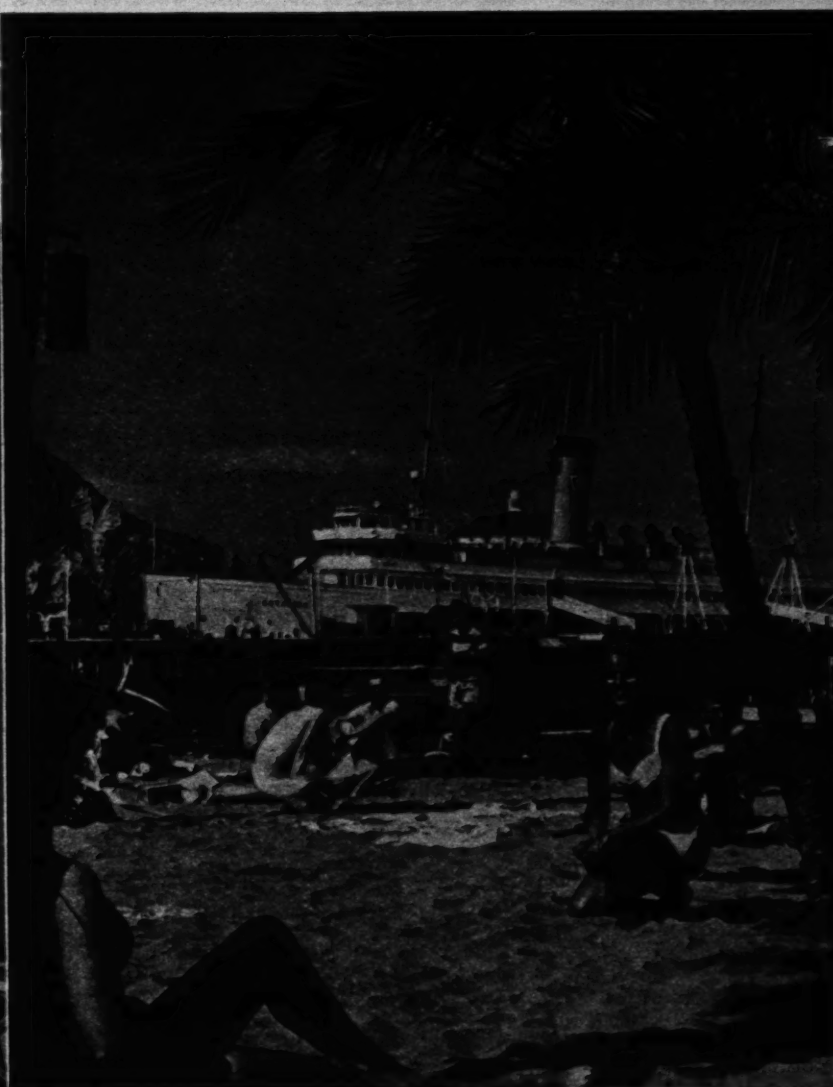


Santa Fe Railway photo

PRETTY RIDERS approach the west gate of famed Thunderbird Ranch in Palm Springs after brisk ride through desert country. Clear and warm is fall air in this romantic land of the West.

ROMANTIC BEACHES at Santa Barbara are popular through year for bathing parties by day, barbecues at night. This is California, with a touch of Old Spain coloring the countryside.

Southern Pacific photo



Union Pacific Railway photo

AGAINST BACKGROUND of palm trees and steamer Catalina, swimmers sun-bathe on beach at Avalon, Catalina, only a few miles off Southland coast. This is summer haven for thousands.

Leaders In Creating Community-wide Garbage-free Living...

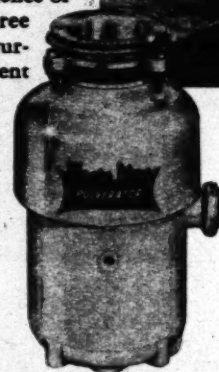


Today, over *one-million homes* are eliminating garbage electrically by using automatic garbage disposers.

This great, new disposer industry of *national importance*, has been pioneered and established in Southern California by the Given Manufacturing Company, Los Angeles, producers of the famous Waste King Pulverator *brand* of garbage disposers.

Already, there are many communities with 15,000 and even 35,000 Waste King Pulverators concentrated in one area, *dwarfing any city-wide disposer installation on record* . . . Of outstanding significance to community planners, is the experience of providing "Community-wide Garbage-free Living," originated by the Given Manufacturing Company, America's largest independent producer of garbage disposers.

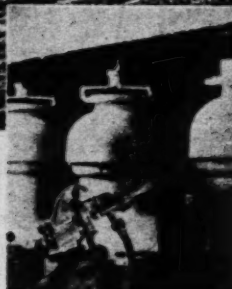
Waste King
KITCHEN
PULVERATOR
CONTINUOUS-FEED
A PRODUCT BY GIVEN • LOS ANGELES, CALIF. • U.S.A.



With precision and skill . . . machines and man-power are working 'round the clock turning out Waste King's various models and sizes to meet national demand.



A steady flow of Waste King Pulverators move along the mechanized assembly line in the Given factory.



Waste King Pulverators are shown at paint booth before entering oven for special baking process. Gleaming Duco Dulux white enamel matches other kitchen appliances.

America's Finest Garbage Disposer

Given Mfg. Co., Los Angeles 58, Calif., U.S.A.

COLTON CEMENTS

CALIFORNIA PORTLAND CEMENT CO.

LOS ANGELES CALIFORNIA



We're really "LIVING" in LAKEWOOD PARK...

The world's largest planned community!



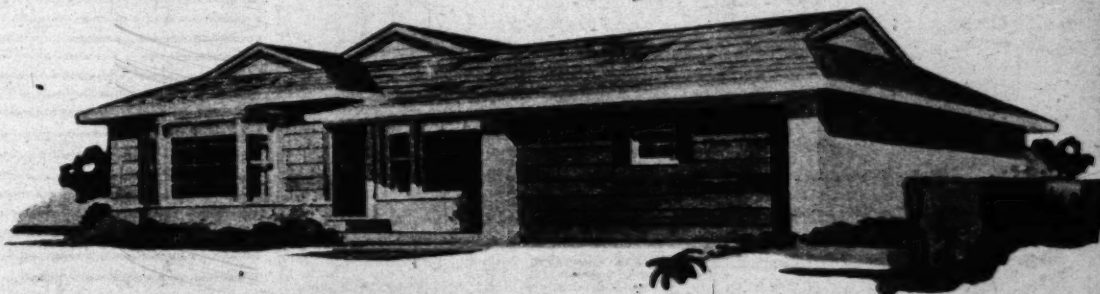
Lakewood Park is an entirely new Southern California city... a \$250,000,000 planned community designed around family living... with new schools, churches, parks, playgrounds, shopping center and special street safety features creating ideal conditions for raising children. Already more than 5,000 families are finding happiness in their new surroundings. When completed Lakewood Park will have 17,100 homes, a population of nearly 70,000 people... larger than 76% of all U. S. cities!

**HERE ARE A
FEW OF THE FACTS
ABOUT
LAKEWOOD PARK**

- Lakewood Park covers 3500 acres, 10' square miles.
- Lakewood Park has 133 miles of paved streets, all safety-engineered and lined with more than 5,000 ornamental Electrolux street lights.
- Lakewood Park has service roads and drives that parallel all through streets.
- Lakewood Park is the world's first garbage-free city. Every home is equipped with a Waste King Pulverator.
- Lakewood Park will have the nation's largest planned shopping center, 153 acres, representing a \$100,000,000 investment. Plans for the center include the 5-million dollar May Company department store, theatres, amusement center, banks, medical center, office buildings, and a free off-street parking area to accommodate 12,000 cars. Truck deliveries will be routed through underground tunnels to keep streets free of heavy traffic.

*Aerial view of a
portion of Lakewood Park
with scale model of
shopping center superimposed.*

Typical of Lakewood Park is this well-designed home. Distinctive details such as natural red-wood trim, extra thick hardwood floors, bright shutters and exteriors painted in deep decorator colors, give Lakewood Park homes a custom-built quality and an air of livability.



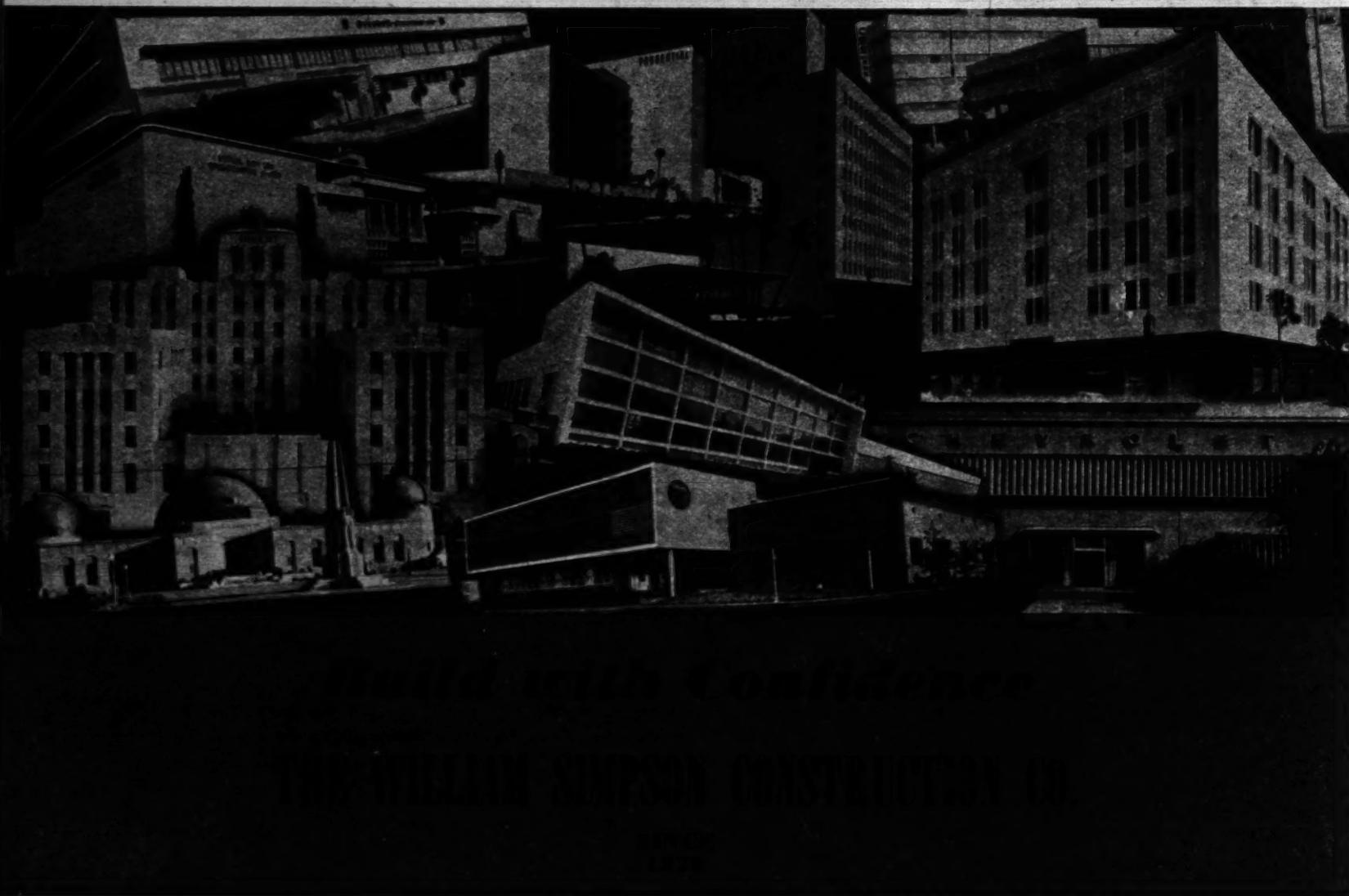
LAKEWOOD Park
THE 250 MILLION DOLLAR PLANNED COMMUNITY

SALES OFFICES: 5327 Lakewood Boulevard, below South St. • Also Carson St. at Woodruff Ave.

Open 9 a. m. to 10 p. m. every day

Drive to the Tower

For further information call NEvada 6-4684



'OLD HANDS' — 'SKILLED HANDS' USE BLUE DIAMOND PRODUCTS

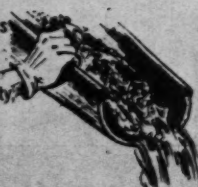


FIRE PROOF GYPSUM LATH... Blue Diamond gypsum lath affords home owners fire protection... and skilled hands a true surface, firm gypsum core for secure nailing, clean breaks, and strong plaster bond.

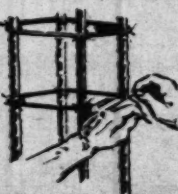


FIRE PROOF GYPSUM PLASTERS... Hardwall and gauging — skilled hands know the "feel" of a good plaster. Craftsmen call it "workability." That's why skilled hands insist on Blue Diamond.

TRUCK-MIXED CONCRETE... Concrete is synonymous with permanence. Blue Diamond Concrete excels in uniform mix, workability, conformity with specifications. AND... concrete truck-mixers... ON THE JOB — ON TIME.



REINFORCING STEEL... Blue Diamond's reinforcing-steel departments... detailing, fabricating and erecting... have merited the confidence of construction men for a quarter of a century.



MANAGEMENT... Satisfying the requirements of skilled hands is the first consideration of Blue Diamond Management... composed of men with building material know-how, young in energy and ideas, old in cumulative experience.



RESEARCH... Blue Diamond's laboratory staff, highly trained in building material techniques, constantly searches for new and better products and new and better ways for skilled hands to use them.

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Napa	Long Beach
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Clearlake	Riverside
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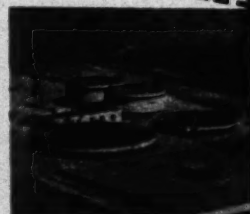
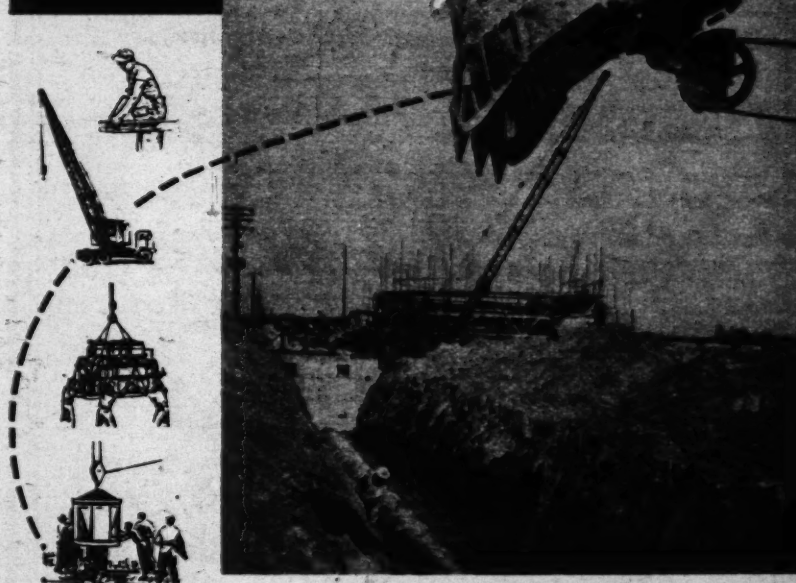
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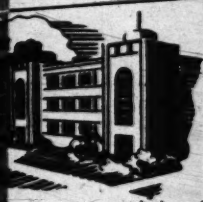
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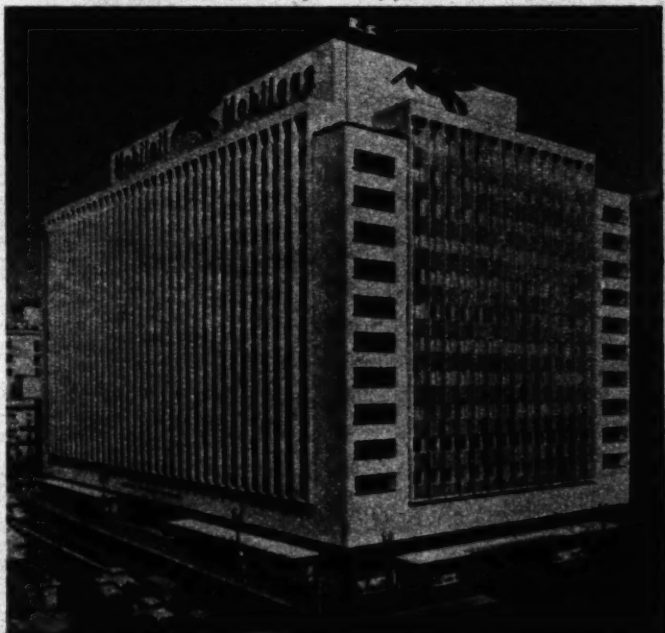
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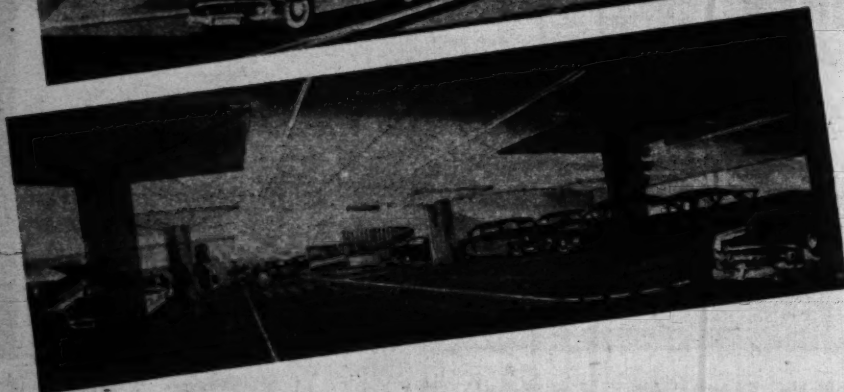
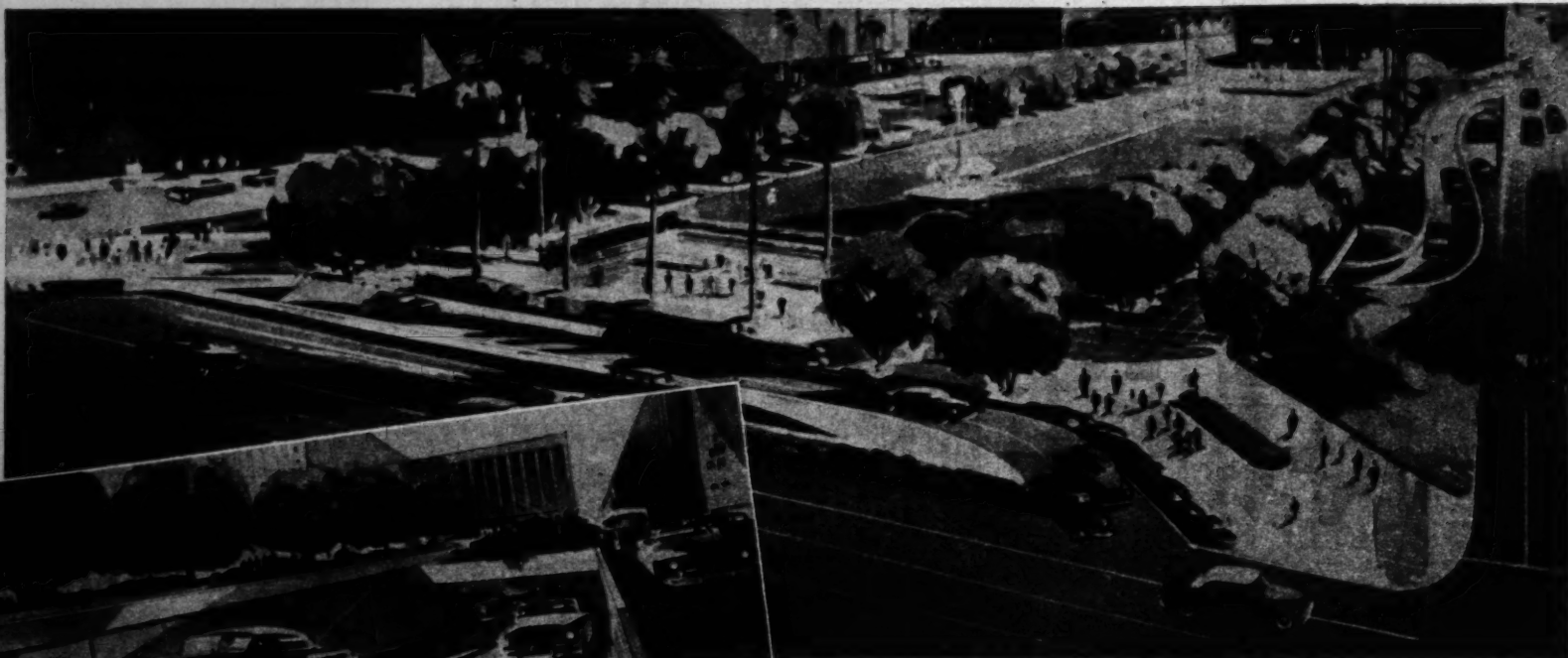


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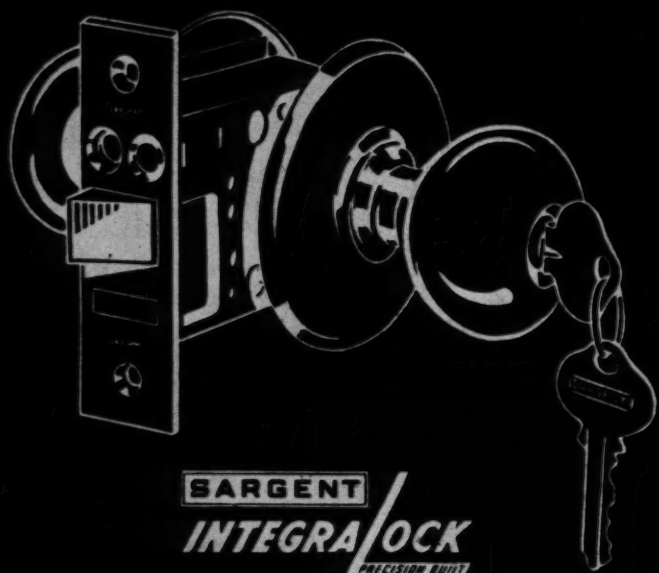
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Many know SUMMERBELL as the producer of Glued Laminated construction for interior uses in churches, gymnasiums, industrial and commercial buildings.

Few realize that this type of construction has many and varied possibilities for exterior uses.

SUMMERBELL has demonstrated, through the use of waterproof glues, the lasting quality of Glued Laminated construction for exterior work on many arches, beams, frames, bridges and other architectural and structural installations.

CONSULT YOUR ARCHITECT... ENGINEER... CONTRACTOR



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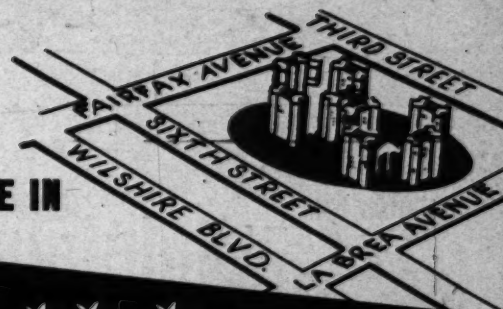
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APARTMENTS
WILL BE AVAILABLE IN**



Parklabrea TOWERS



CREATED BY THE
METROPOLITAN LIFE INSURANCE CO.

One, two and (by arrangement) four bedroom apartments in Los Angeles' finest residential community... Parklabrea.

These beautiful apartments in the heart of the Wilshire district are surrounded by acres of parks. Excellent transportation, schools, churches, markets... and stores. One block from Wilshire Boulevard.

Each apartment is designed to give you modern living at its gracious best. In an atmosphere of quiet refinement. Huge picture windows afford an ever-changing vista of the hills, the ocean, and the city.

Applications now being accepted for lease on or about January 1, 1951.



**1 BEDROOM... \$115 to \$140 mo.*
2 BEDROOMS... \$155 to \$180 mo.*
BEDROOM ALCOVE UNITS... \$95 mo.***

BATH WITH EACH BEDROOM
*INCLUDES HEAT-WATER-GAS
Apartments Unfurnished

All These Are Yours at PARKLABREA

- ★ Parquet Floors
- ★ Dressing Closets and Wardrobes
- ★ Steam Heat
- ★ Fully Equipped Laundry Rooms
- ★ Automatic Elevators
- ★ Ample Parking
- ★ Supervised Recreational Facilities
- ★ Tennis Courts—Showers

KITCHENS HAVE 9-ft. Electric REFRIGERATOR and GAS RANGE — PORCELAIN CUPBOARDS — STEEL SINKS

Administrative Offices:

PARKLABREA
6200 West Third Street
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SUSPENDED
INCOMBUSTIBLE
ACOUSTICAL CEILING

ACOUSTI-LINE SYSTEM

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ACOUSTICAL ENGINEERS AND CONTRACTORS
911 North Sycamore Avenue, Los Angeles 38, California
"FOR OVER 25 YEARS — JUST CALL NO. 2-8281"



Motion Picture

PREVIEW



Star of the Year

● BRILLIANT aura surrounds the career of Betty Hutton, who triumphed last year in "Annie Get Your Gun," stars in "Let's Dance," and will have top role in C. B. De Mille's "Greatest Show on Earth."

Motion
Pictures
are Better
than Ever

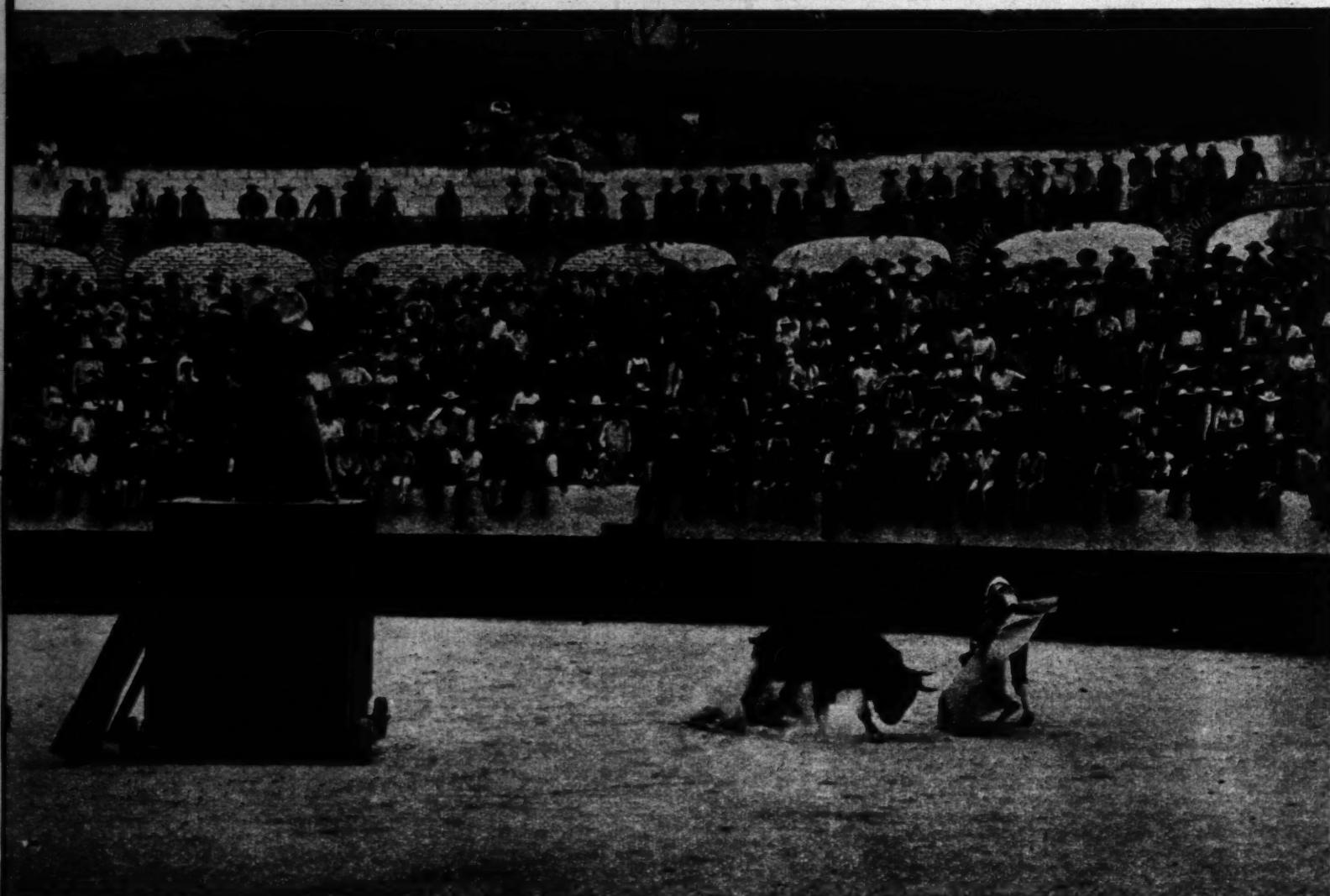


The World is Today's Motion Picture Stage

● HOLLYWOOD is fighting hard to prove that "movies are better than ever." Prematurely adopted last year, this motto of a huge \$3,000,000,000 art industry promises to carry far more weight in 1951. Not "movies" but "motion pictures" is the appellation to dignify finer quality offerings on the new program. Faced with competition from television such as it has never known before, the film capital is exerting itself anew in all fields.



BIG MONEY still glamorizes Hollywood's film efforts which find fulfillment in various parts of world. Spectacular chariot race and pagan festival (at the top) highlight \$6,000,000 production of "Quo Vadis," photographed entirely in Rome. Robert Taylor and Deborah Kerr (at the left) are the stars in the leading roles of this classic story.



REAL BULL RING as photographed in Mexico for "The Brave Bulls" gives notable reality to adaptation of well-known novel brought to the screen by Robert Rossen, Academy Award-winning director of last year.



TOREADORS from Mexico assisted Robert Stack as American bullfighter in "Torero," made below border with authentic scenes showing great sport of neighboring Latin-American republic.

Lands Far and Near Background Pictures

● THE "real thing" holds a positive lure for all filmmakers. To Europe, to Latin lands and across Pacific go stars and directors to bring a more authentic quality to the screen. Hollywood itself can still remarkably duplicate foreign scenes within studios, but the new adventurous spirit has proved itself a stimulus and adds pictorial appeal.



TROPIC SEAS adjacent to Hawaii provided setting for some of action in "The Bird of Paradise," with Debra Paget as Luana in new version of stage play.

QUEEN VICTORIA was impersonated by Irene Dunne, left, in "The Mudlark," made wholly in England, with actress garnering praise even from opponents.

HISTORIC WARFARE at sea is duplicated in "Captain Horatio Hornblower," with Gregory Peck, shot not only in England but also along French Riviera.



Motion
Pictures
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than Ever



MUSIC OFTEN ADDS TO DRAMATIC PICTURE AS IN THIS "MACAO" SCENE WITH JANE RUSSELL AS A CAFE SONGSTRESS.

CROONER BING CROSBY as composer in "Mr. Music," with Peggy Lee, Marge and Gower Champion and Ida Moore. Star Crosby apparently has singing rival.



Hollywood Musicals Retain Global Sway

● EVEN as picture studios today gain a wealth of inspiration from the world abroad, they in turn continue to send forth singing and dancing shows which never seem to lose their appeal for an international public. Hollywood exports more than ever in the creation of lavish and picturesque musical numbers, and ever recruits clever and colorful personnel for this entertainment. It enriches these productions with ingenious staging, Technicolor photography and various other embellishments which bring constant public response reflected in the large box-office returns.

Motion
Pictures
are Better
than Ever



BETTY GRABLE AND DAN DAILEY DANCE RED-HOT NUMBER WITH ENSEMBLE IN SOPHISTICATED "CALL ME MISTER."

PARIS ACCENT WILL DOUBTLESS GLORIFY "AN AMERICAN IN PARIS;" GEORGES GUETARY IS SEEN AS THE SINGER.





ROADSIDE ROBBERY ENGINEERED BY ROBERT RYAN, WITH GUN, AND BRUCE CABOT, RIGHT, IN "BEST OF THE BAD MEN."

The West - - Always Dependable

● THE whole history of the films might be written in terms of the ever-reliable western, which assumes a variety of forms, but invariably offers vistas of fascinating outdoor scenery. However, the studios mingle with these open-air panoramas the picturesque impressions of the old days within doors.



PIONEER DAYS are re-created in a Technicolor historical drama, "Tomahawk," which costars Yvonne De Carlo, who is shown here entertaining soldiers.

LADY ADVENTURER role is played by Shelley Winters in "Frenchie," with Joel McCrea. Like many frontier features this benefits by use of Technicolor.

STAGE SUCCESS from pen of Tennessee Williams, "A Streetcar Named Desire," comes to the screen as an all-out effort to adapt sensational Broadway play to pictures. Marlon Brando, right, enacts his original role with Vivien Leigh, who was star in London production. New Orleans street, below, in the film.



Motion
Pictures
are Better
than Ever



Famed British Stars Once Again Present

● HOLLYWOOD scored a big coup during the past year by inducing both Laurence Olivier and Vivien Leigh to appear in a film feature. They had been absent for the better part of 10 years, while carrying on their careers on stage and screen in England. During that time Olivier received high acclaim for his "Henry V" and "Hamlet."

EARLY-CENTURY life is treated with ruthless realism in screen version of "Carrie" by Theodore Dreiser starring Laurence Olivier and Jennifer Jones.





NEW ORLEANS in its colorful olden days is visualized in dramatic "My Forbidden Past," in which Ava Gardner, Melvyn Douglas, Janis Carter, Robert Mitchum appear.

Novelty Carries Impact; Comedy Is Spotlighted

● **SHOWMANSHIP** is the essence of the film capital's success in entertaining the public. Through the years heads of studios have shown a surprising awareness of what is likely to win interest of audiences. It may be a new personality secured from the stage, or someone with a special gift in song, dance or comedy. Often, too, it is the smart choice of some subject for filming. Over and above all it is the inventiveness of the men who work within the studios that lends a rare fillip to the varied output of pictures.

This edition of the Annual Motion Picture Preview edited by Edwin Schallert. Art layout by Ollie French. Motion-picture organizations represented in art and text include Metro-Goldwyn-Mayer, RKO-Radio, 20th Century-Fox, Warner Bros., Paramount, Universal-International, Columbia, Republic, Walt Disney, Monogram, Technicolor Corp. and others that are exerting leadership.



COMEDY SPARKLER from stage is Judy Holliday, brought to Hollywood to portray footlight role in "Born Yesterday." Academy Award Winner Broderick Crawford is costar.

TERRIFIC LEAP is feature of dancing by Gene Nelson in "Lullaby of Broadway." Performer was brought back to pictures after he scored hit in New York in "Lend an Ear."



Motion
Pictures
are Better
than Ever



OLD FRONTIER song apparently stirred the imagination of producers of "Oh! Susanna," with Rod Cameron, Adrian Booth, Forrest Tucker.



ALICE HERSELF as Walt Disney, the master magician, will show her on the screen in "Alice in Wonderland," with the March Hare and Mad Hatter, in his animated version of the Lewis Carroll classic.

DOCUMENTARY VALUES in all pictures receive greater emphasis now, and films like "Short Grass," with Rod Cameron and Cathy Downs, are among those which attempt to show cattle-raising history.



She lives by the code
of the *Vendetta!*

LOVE is wild...
LIFE is violent...
DEATH is cheap!



HOWARD HUGHES'
production

Vendetta

starring **FAITH DOMERGUE**

and introducing **GEORGE DOLENZ** with **HILLARY BROOKE** • **NIGEL BRUCE** • **JOSEPH CALLEIA**
HUGO HAAS • **DONALD BUKA** • Directed by **MEL FERRER** • Screenplay by **W. R. BURNETT**



*The First 2 Great Pictures of 1951
are coming from 20th Century-Fox!*

Only the motion picture screen is big enough
to bring you scope and action
as vast as this in color!




HALLS OF MONTEZUMA

COLOR BY **TECHNICOLOR**

Starring
RICHARD WIDMARK

with **WALTER (JACK) PALANCE** • **REGINALD GARDINER**
Robert Wagner • Karl Malden • Richard Hylton • Richard Boone
Skip Homeier • Don Hicks • Jack Webb • Bert Freed • Neville Brand

Directed by **LEWIS MILESTONE** • Produced by **ROBERT BASSLER**
Written by Michael Blankfort

20th CENTURY-FOX

Darryl F. Zanuck
presents

IRENE DUNNE
IN

The story of a kid
who wanted to sit
on a queen's throne!




The MUDLARK

with **ALEC GUINNESS** • **ANDREW RAY**
Beatrice Campbell • Finlay Currie • Anthony Steel • Raymond Lovell • Marjorie Fielding • Constance Smith

Directed by **JEAN NEGULESCO** • Produced by **NUNNALLY JOHNSON**
Screen Play by Nunnally Johnson • Based on the Novel by Theodore Bonnet

20th CENTURY-FOX

There's only one

Mr. Music



BING CROSBY · NANCY OLSON
CHARLES COBURN · RUTH HUSSEY

with **ROBERT STACK · TOM EWELL · CHARLES KEMPER**
and **MARGE AND GOWER CHAMPION**

plus these **GUEST STARS**



Produced by **ROBERT L. WELCH** · Directed by **RICHARD HAYDN**

Suggested by a Play by Samson Raphaelson
Written for the Screen by Arthur Sheekman
Lyrics by Johnny Burke
Music by James Van Heusen



NOW PLAYING! PARAMOUNT HOLLYWOOD AND DOWNTOWN THEATRES
FOR '51 · PARAMOUNT'S THE ONE FOR '51 · PARAMOUNT'S THE ONE F
· PARAMOUNT'S THE ONE FOR '51 · PARAMOUNT'S THE ONE FOR '51 ·

ALL OF TEXAS WAS A POWDER-KEG... AND DALLAS WAS ITS FUSE!

DALLAS

WARNER BROS.

TECHNICOLOR

Now Playing!

**WARNERS
THEATRES**

STARRING **GARY COOPER** **RUTH ROMAN**

ALSO STARRING **STEVE COCHRAN**

RAYMOND MASSEY BARBARA PAYTON
DIRECTED BY **STUART HEISLER** • PRODUCED BY **ANTHONY VEILLER**
Music by Max Steiner • Written by John Twist



Ginger Ronald Doris Steve
ROGERS · REAGAN · DAY · COCHRAN



The kiss of a **Klansman**...

Disgrace came out of the dark... then a girl's muffled scream... and the hooded terror of a "friendly" little town is unmasked in a story as startling as the screen has dared be!



Next Attraction at
WARNERS THEATRES!

PRODUCED BY **JERRY WALD** • DIRECTED BY **STUART HEISLER**
written by Daniel Fuchs and Richard Brooks

Watch for these Star-studded Attractions from Warner Bros.



"OPERATION PACIFIC" starring John Wayne • Patricia Neal
with Ward Bond • Scott Forbes

"Captain Horatio Hornblower" starring Gregory Peck • Virginia Mayo • color by Technicolor

"SUGARFOOT" starring Randolph Scott with Adele Jergens
Raymond Massey • S. Z. Sakall • color by Technicolor

"THE ENFORCER" starring Humphrey Bogart
Produced by Milton Sperling



4-GREAT TECHNICOLOR ATTRACTIONS-4

SEE THEM AT
YOUR FAVORITE
MOVIE THEATRE

"ONE OF THE MOST
THRILLING EXPERIENCES
OF ALL TIME"...

—Edwin Schallert,
Times

"THE BIGGEST SHOW FOR
THE MONEY IN YEARS"...

—Dorothy Manners,
Examiner

Actually
filmed
in the
heart
of
Africa



NEVER BEFORE
such a giant thrill spectacle

KING SOLOMON'S MINES

starring
DEBORAH KERR
STEWART GRANGER

with **RICHARD CARLSON**

Technicolor

Screen Play by Helen Deutsch

Based on the Novel by H. Rider Haggard

Directed by **COMPTON BENNETT**

and **ANDREW MARTON**

Produced by **SAM ZIMBALIST**

IT'S YOUR
SINGING, DANCING
DARLING IN HER
FIRST BIG LOVE
AFFAIR!



10 SONG
HITS
Song by the stars
in the M-G-M
Records Album!

JANE POWELL

RICARDO MONTALBAN

"Two Weeks
With Love"

and kisses—and songs—and color by
TECHNICOLOR

Co-starring
LOUIS CALHERN-ANN HARDING

Screen Play by John Larkin and Dorothy Kingsley

Story by John Larkin

Directed by **ROY ROWLAND**

Produced by **JACK CUNNINGHAM**



Thrill

to the music...
the romance...
and all the
color and
breathtaking
excitement
of a South
Seas holiday

Pagan Love Song

starring
ESTHER WILLIAMS
HOWARD KEEL

COLOR BY TECHNICOLOR

Screen Play by Robert Nathan

and Jerry Davis

Based on the Book "Tahiti Laidie"

by William S. Stone

Music by **HARRY WARREN**

Lyrics by **ARTHUR FREED**

Directed by **ROBERT ALTON**

Produced by **ARTHUR FREED**

Monumental!

Rudyard Kipling's
monumental story of
enchantment and
high adventure



Filmed
against
authentic
backgrounds
in
Mystic
India

ONE OF THE
YEAR'S BIGGEST!

RUDYARD KIPLING'S

THE SIGN OF THE CROSS

COLOR BY TECHNICOLOR

ERROL FLYNN

with **DEAN STOCKWELL**

PAUL LUKAS • **ROBERT DOUGLAS**

THOMAS GOMEZ • **CECIL KELLAWAY**

ARNOLD MOSS • **LAURETTE LUEZ**

Screen Play by Leon Gordon,

Helen Deutsch and Richard Schayer

Directed by **VICTOR SAVILLE**

Produced by **LEON GORDON**

FROM *Metro-Goldwyn-Mayer*. OF COURSE

WORLD PREMIERE NOW • "The Magnificent Yankees" • 4 STAR THEATRE

1950 was the "CINDERELLA" YEAR!

NOW in 1951

Walt Disney

BRINGS YOU HIS GREATEST
ALL-CARTOON FEATURE

"Alice
IN
Wonderland"

Color by Technicolor

Distributed by RKO RADIO PICTURES, INC.

ALLIED ARTISTS

*Armedly
presents*

ROD CAMERON

A
SCOTT P.
DUNLAP
Production

WITH
DOWN
BROWN
WALBERN
HALE

Short Grass

SWEEPING
SPECTACLE
...ACTION...
ADVENTURE...
AND IN COLOR!

OH!
SUSANNA
in TRUCOLOR

starring ROD CAMERON
ADRIAN BOOTH
FORREST TUCKER • CHILL WILLS

BELLE
LE GRAND

starring
VERA RALSTON
JOHN CARROLL
Introducing
MURIEL LAWRENCE

FABULOUS
ERA ON
CALIFORNIA'S
BARBARY
COAST!

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Plantation Shutters

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so human...
so hilarious...



The
wonderful
Pulitzer Prize
Play...
becomes one
of the great
Motion Pictures
of our time!

Universal International presents
harvey

Starring **James STEWART**
with
JOSEPHINE HULL • CHARLES DRAKE • CECIL KELLAWAY
JESSE WHITE • WALLACE FORD and PEGGY DOW
Screenplay by MARY CHASE and OSCAR BRODNEY • From the play
written by MARY CHASE and produced by BROCK PEMBERTON
Produced by JOHN BECK • Directed by HENRY KOSTER



NOW

LIMITED ENGAGEMENT TO QUALIFY
FOR ACADEMY AWARD NOMINATIONS
CARTHAY CIRCLE THEATRE

Who's Who in "Born Yesterday"



Judy Holliday
as
BILLIE DAWN

Pretty, blonde, and pretty dumb. Has a weakness for nice things. Also has other weaknesses.



Frederick Crawford
as
HARRY BROCK

A tycoon who doesn't know what the word means. Has maybe ten million bucks. Also has Billie Dawn...maybe.



William Holden
as
PAUL VERRALL

A reporter with a nose for news, an ear to the ground, a foot in the door and an eye on another guy's blonde.

starring
Broadway CRAWFORD • HOLLYDAY
William HOLDEN

Screen Play by Albert Maltin
From the Celebrated Stage Play
Produced by S. SYLVAN SIMON - Directed by GEORGE CUNOR

BROADWAY'S BIGGEST COMEDY HIT...
Now a Perfectly Swell Motion Picture!



NOW SHOWING RKO PANTAGES and RKO HILLSTREET THEATRES

**PRODUCTION OF FOOTAGE WITH
COLOR BY TECHNICOLOR
PASSES TWO BILLION MARK**

This footage would encircle the Earth 15 times.
To run through a projector would require 42 years.

Shown on the motion picture screen, it has provided inestimable pleasure to countless millions.

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IS THE TRADE MARK OF

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MOTION PICTURE CORPORATION**

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

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The Career You are Seeking



"I've been a nurse for almost three years—the happiest, most satisfying years of my life. It's really something to feel proud of your profession the way we nurses do—to know you are valuable, necessary, that your job is tops in importance. You can use your nurse's education all your life long—a well-paying job now, later when you have a family of your own, or when you want to re-enter the profession in the years ahead."

"I Am Glad to Recommend My School!"

CALIFORNIA HOSPITAL SCHOOL OF NURSING

offers two courses:

Three-year course in affiliation with the University of Southern California, leading to the title Registered Nurse and a Bachelor of Science Degree. Open to women who have completed two years of college work in required subjects. High-school graduates who have completed chemistry are eligible for the three-year course leading to the title Registered Nurse.

Consider These Advantages

- Training in scientific skills
- A forty-hour week and vacations
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- Campus classes at the University or College
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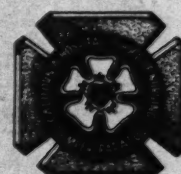
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THE COMMUNITY, STATE AND
NATION-AND DEDICATED TO
THE SERVICE OF ALL WHO
SEEK AN OPEN MARKET FOR THE
INTERCHANGE OF SECURITIES
ORGANIZED THE SEVENTH DAY OF
DECEMBER IN THE YEAR ONE THOUSAND
EIGHT HUNDRED NINETY NINE

ENTRANCE TO THE LOS ANGELES STOCK EXCHANGE. CENTER OF THE CITY'S RAPIDLY GROWING FINANCIAL COMMUNITY.



John Malmin

ON ELECTRIC QUOTATION BOARD HERE BROKERAGE HOUSE CUSTOMERS WATCH TRADING ON NEW YORK EXCHANGE.

Financial Capital of the West, Los Angeles Ranks Third Nationally

By ROBERT L. SANDIFER
Times Assistant Financial Editor

THE REMARK still is heard occasionally that Los Angeles is destined to become the financial capital of the West, or that the city some day will be one of the leading financial communities of the nation.

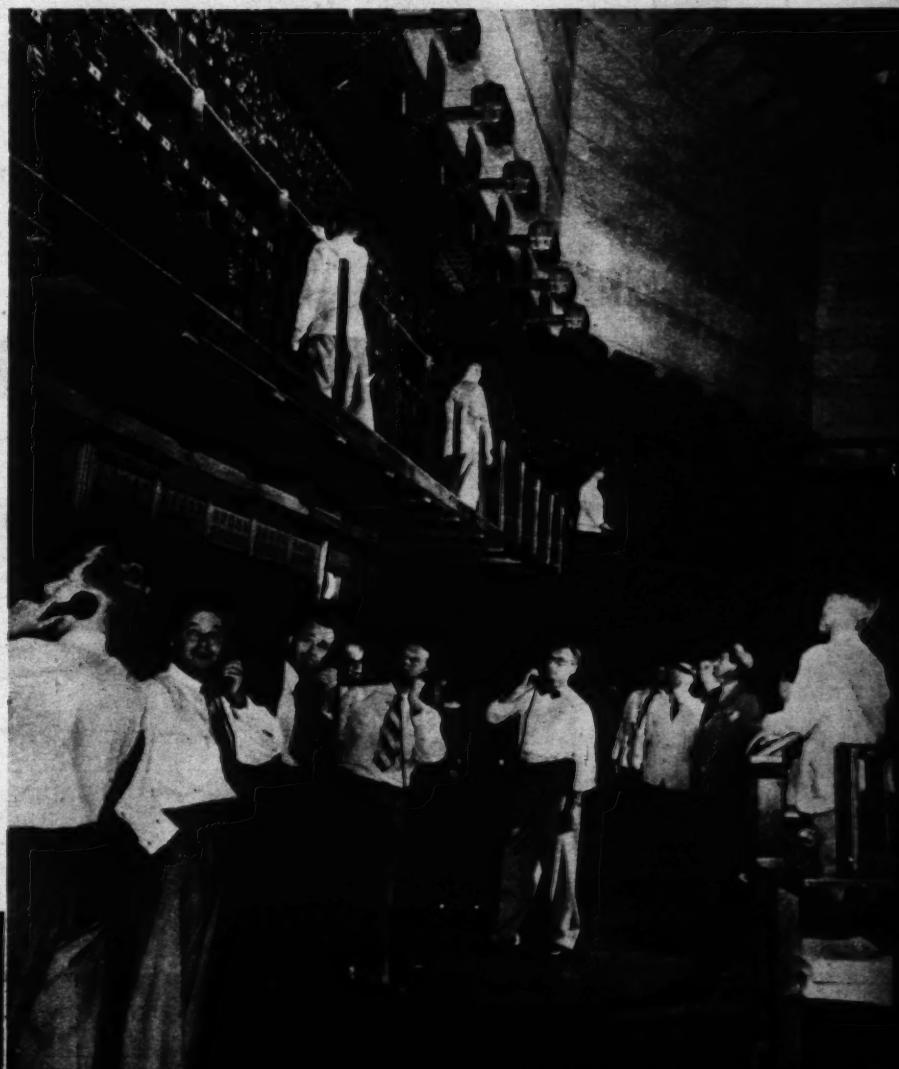
The fact is Los Angeles long since has become the financial capital of the West and for a number of years has outstripped several of the long-recognized financial centers. Thus the city has fairly well established the fact that it is the No. 3 financial center of the nation. Given a few more years, there will be no doubt of the fact by any method of calculation.

World War II, with its many dislocations, had a tendency to obscure the fundamental underlying growth of this community, but in the five years since the end of hostilities the city has fairly well overcome the growing pains that were ignored in the hustle and bustle of getting on with the war.

The migration westward of population and wealth has been looked upon as a type of phenomenon. To many, Southern California still is looked upon as a winter resort and vacation land, but the tourist today is lost in the crowd and recognized only by his out-of-State license or the camera slung over his shoulder. To business leaders throughout the country and particularly to those whose business it is to deal in securities this is a land of ever-expanding opportunities.

Statistics are not complete as to the amount of wealth brought here by the great movement of people, money and industry, and less complete on the amount of new wealth created here. From a commercial banking standpoint, Los Angeles rose to the No. 3 position during the war years and in recent years has established

(Continued on Page 85)



FLOOR TRADERS on the Los Angeles Stock Exchange keep in constant touch with their local offices during active session.



INVESTORS WATCH TREND OF NEW YORK TRADING 3000 MILES AWAY ON HUGE ELECTRIC BOARD IN EXCHANGE HERE.

FINANCE continued



EXPRESSIONS ON FACES OF BROKERAGE HOUSE BOARD ROOM CUSTOMERS REFLECT EFFECT OF MARKET'S ACTION.



John Maimin

CUSTOMERS' REPRESENTATIVES IN FOREGROUND TAKE ORDERS BY PHONE FROM THEIR CLIENTS THROUGHOUT THE CITY.

(Continued from Page 83)

that fact by an array of statistics. Based on these statistics, it is possible to get some idea of the wealth that is here.

Concentrated within the borders of Los Angeles County is 75% of the total banking business of Southern California and 40% of the total banking business of the State of California. Bank deposits are estimated at approximately \$5,000,000,000 and are exceeded only by New York and Chicago.

Total deposits in Southern California, the area served by the local securities industry, are in excess of \$6,500,000,000, representing some 5,000,000 deposit accounts.

Bank debits (the dollar total of all checks written) in the area total some \$65,000,000,000 annually, of which \$50,000,000,000 is in Los Angeles County and approximately \$36,000,000,000 within the city itself, equaling the volume in Detroit and Philadelphia and exceeded only by New York and Chicago.

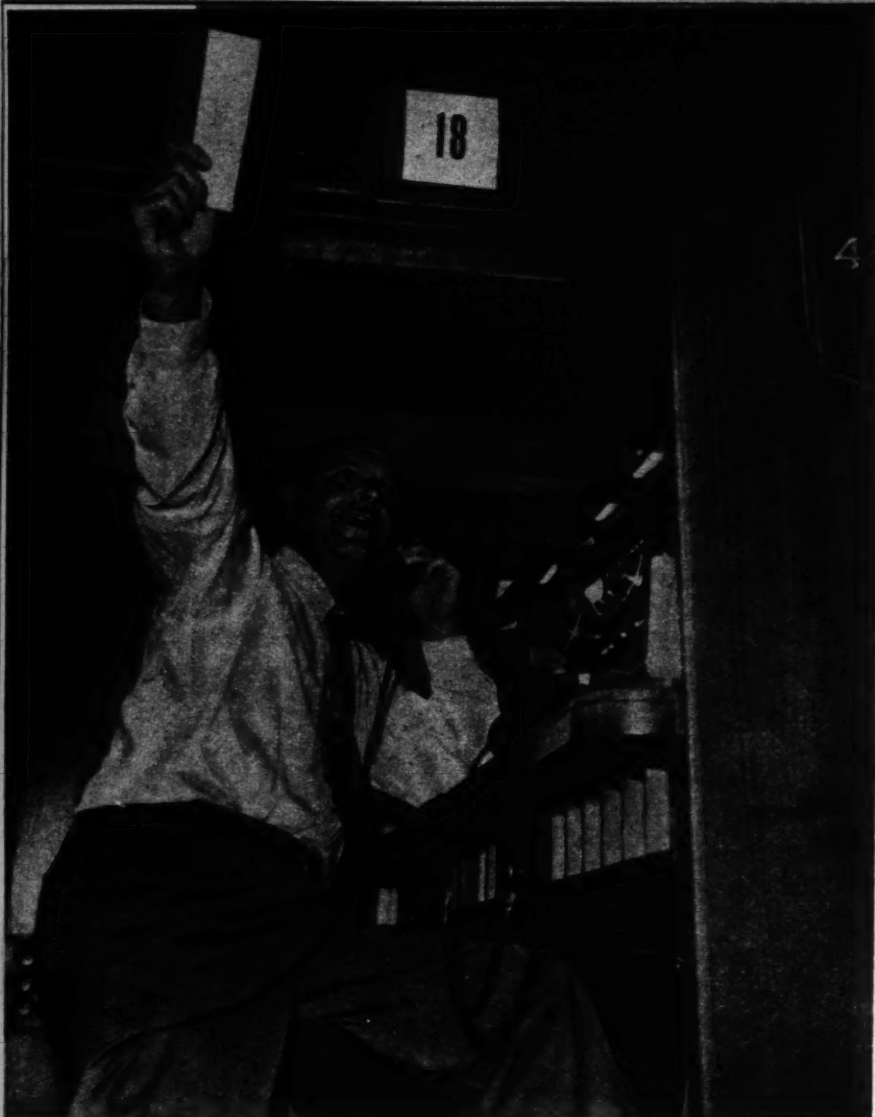
Total savings of individuals in Los Angeles County have grown some 350% since 1939 to a record total of around \$5,000,000,000, representing bank savings accounts, life insurance equities, building and loan shares and postal savings.

Of greatest importance, however, is the fact that this migration of people and money could not have con-

(Continued on Page 86)



INVESTOR SCANS news on Dow Jones bond tape. The news report is quickly reflected in action of the stock market.



FLOOR TRADER on Los Angeles Stock Exchange executes order from booth while his office holds line to confirm the purchase or sale of stock. Only board lot transactions are handled thus.

(Continued from Page 85)

tinued and gained the momentum it has, had not both found profitable employment. That both found employment was due to the fact the securities industry was ready to make funds available for the building of new plants, expansion of established facilities, the development of new industries and services and all the activities necessary to serve the needs of a major population center.

To cite a few examples, Southern California and Southern Counties Gas Companies, which serve the domestic and industrial fuel needs of Southern California homes and factories, have spent more than \$100,000,000 since the end of the war, all raised in the new capital market, to meet growing needs. These companies have added an average of 90,000 new meters annually to their lines. They will spend upward of \$25,000,000 during the current year, and substantially the same annually for many years, all of which must come from investment of the savings of millions of Americans.

In addition, El Paso Natural Gas Co. spent an additional \$75,000,000 to bring natural gas from Texas oil fields to be sold here, all of which represented new public financing.

Southern California Edison Co. has spent more than \$155,000,000 in new money furnished by the investing public to provide the electric service for an expanding Southern California population and industry. This company has added 350,000 new customers to its lines since the war and will spend \$60,000,000 this year and large sums annually for years to come to keep pace with this growth.

Southern California Telephone Co., since the end of the war, has made 620,000 new connections to its lines here at a cost of \$323,000,000 in newly invested capital of thousands of individuals and it will continue to need large sums for many years to keep pace with the demand upon its services.

Thus Southern California has furnished its share of the new capital issues offered to the investing public throughout the nation, and its investment banking



Southern California's Oldest Bank... Serving Industry For 80 Years.

Los Angeles in 1871... *population 5,728*

Eighty years ago in 1871, the year that the Farmers and Merchants Bank was founded, Los Angeles had a population of only 5,728. It ranked 114th in size of America's cities. Today its population is in excess of 1,954,036 and the city is America's fourth largest.

1951 marks the 80th Anniversary of The Farmers and Merchants National Bank of Los Angeles, Southern California's oldest... and largest independent bank. Today, business leaders realize that the broad knowledge and 80 years of practical banking experience of this bank is an invaluable asset.



Member Federal Deposit Insurance Corporation

industry has had a far greater participation in the new financing activities of the entire nation's industrial plant.

As a result of this participation, many national corporations today find up to 20% and more of their securities held by residents of Southern California.

A recent survey by the National Association of Security Dealers, an association of investment banking and brokerage firms, found Southern California to be the fastest-growing section of the country in the sale of investment trust shares, with California as a whole having the largest number of holders of fund shares of any State in the nation.

Centering this tremendous securities activity and reflecting its growth is the Los Angeles Stock Exchange. Since 1940 this institution has increased the dollar volume of its transactions by approximately 395%, as compared with an increase of 138% for all regional exchanges combined, and 138% for all exchanges, including the two big New York exchanges.

During the past 15 years, the period during which stock exchanges have reported to the Securities & Exchange Commission, the Los Angeles Stock Exchange has steadily gained in importance. In 1935 it accounted for 8.5% of the total dollar volume of transactions on all regional exchanges (those exchanges located outside New York City). In 1950 it accounted for 15% of these transactions. The dollar volume of transactions on the Los Angeles Stock Exchange in 1950 aggregated in excess of \$215,000,000, an increase of approximately 75% over 1949, and representing about 2% of all listed security trading done in this country.

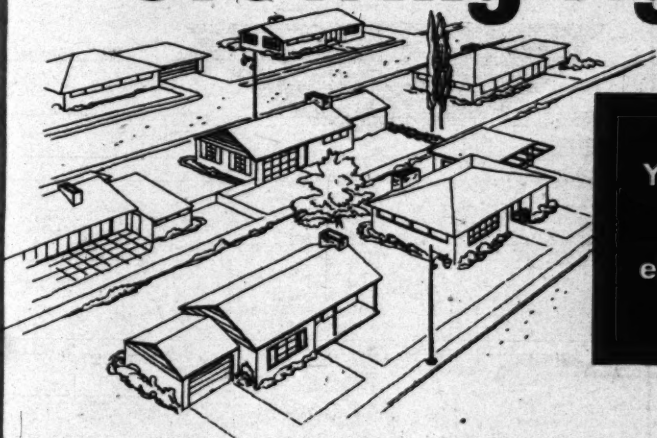
Although this is not large percentagewise, it is highly important when considered in the light of the fact that more than 85% of all security trading done in the United States is executed on the two major New York markets. While the annual dollar volume of business transacted on the Los Angeles Stock Exchange is large, it should be borne in mind that this is only a partial measure of the securities business originating here.

(Continued on Page 89)



INVESTORS STUDY broad tape for news of corporations in which they own stocks, or perhaps they are looking for political reports or other news which might affect the valuation of their holdings.

Growing right along



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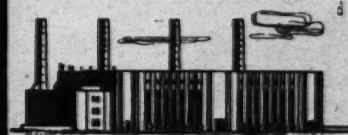
tury, Southern California Edison Company stands ready to meet every demand for electric power in the territory it serves. A giant postwar expansion program—one of the largest ever undertaken by any electric company—has made this possible.

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SOUTHERN CALIFORNIA EDISON COMPANY

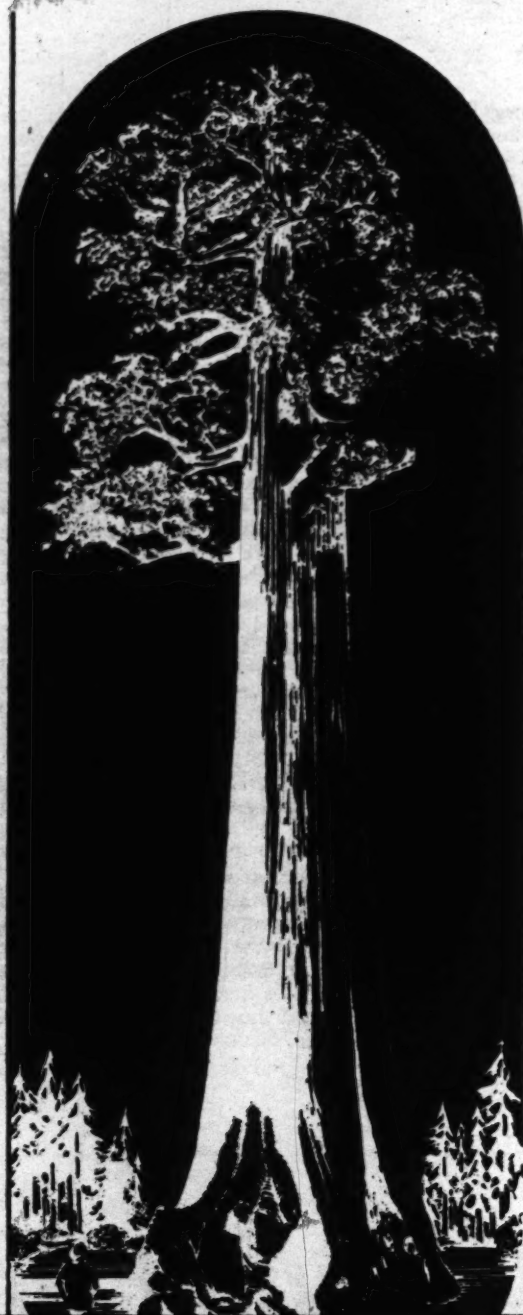
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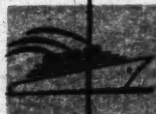
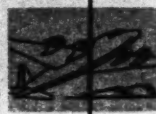
The need for, and popularity of, planned Group Insurance is attested to by the results of nationally conducted surveys taken among employees enjoying its benefits and protection.

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OFFICE BOYS in newspaper financial department "gum" stock market quotations on forms for printing.

(Continued from Page 87)

On the basis of a survey made by the New York Stock Exchange, indications are that more than \$900,000,000 of Southern California security transactions were executed on the New York exchange in 1950. In addition there is the huge over-the-counter market, which probably does an annual volume in excess of that done on the local exchange. This would indicate an annual volume of around \$1,500,000,000 of equity transactions in Southern California during the past year.

One reason for this sharp upward trend in security trading is the highly successful "grass roots" public relations program carried on by the exchange, which is establishing a pattern for the entire investment industry. The ambitious program, started more than a year ago, followed the principle that capital—the people's money—must be kept at productive work to

(Continued on Page 91)

FINANCE continued



BOARD in brokerage house downtown window here tells passer-by the trend of the stock market as indicated by Dow-Jones averages.

40 Good Stocks for 1951

		YIELDING
10	"Blue Chips"	5%
10	"50-Year-Dividend Payers"	6%
10	"Never-A-Loss" Companies	7%
10	"High Yields"	8%

Whatever your investment goal in 1951, one or more of these 40 stocks may help you to reach it. If you are planning to invest early in 1951, you will want this report, which also contains statistical data on over 1000 listed stocks and an approach to 1951 securities markets. Our supply is limited and late-comers may be disappointed.

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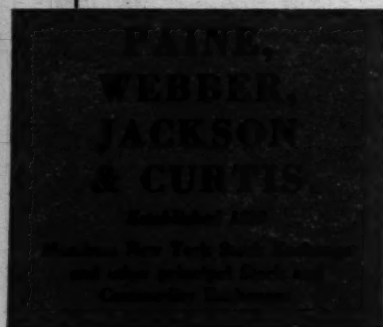
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IN
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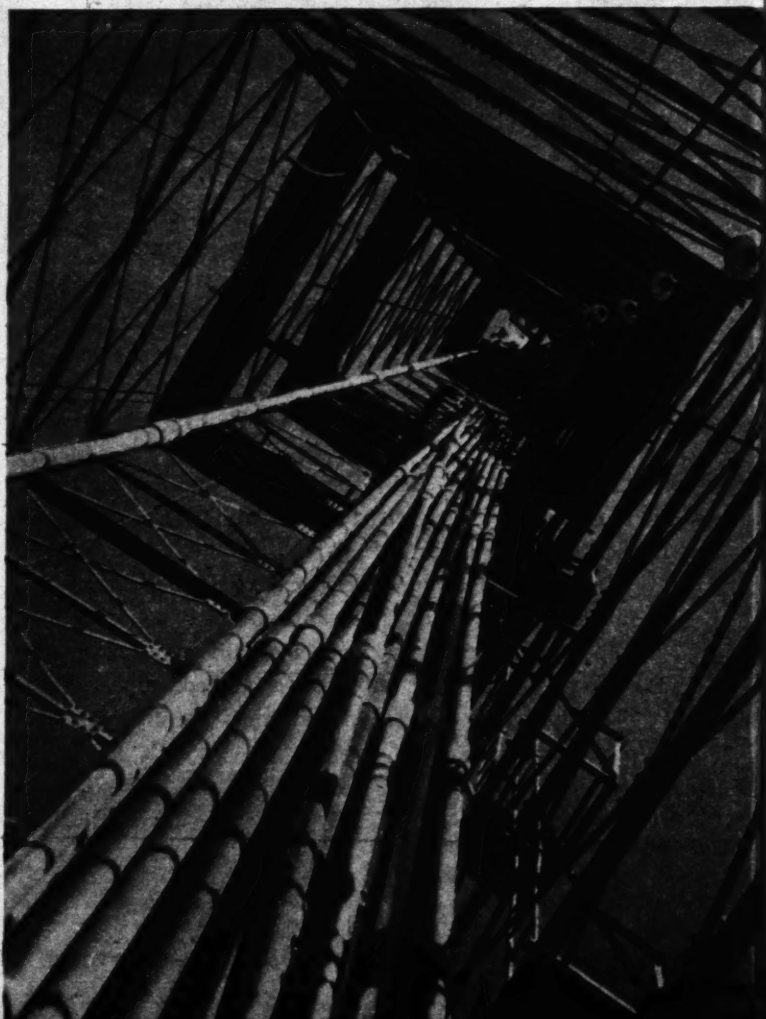
FINANCE continued



PROGRESS OF INDUSTRY and finance in Southern California is reflected spectacularly in modern steel fabricating facility.

STEADY ADVANCES of both the Southland oil industry and the Los Angeles Stock Exchange have been closely related.

Jim Todd





FAITH of the security industry in new products is exemplified in the growth of television industry, into which millions of dollars of the public's money has been recently invested.

(Continued from Page 89)

preserve the foundation upon which our free enterprise system rests. It had a twofold purpose. First, to sell the exchange to Southern California industry and, secondly, to encourage public investment of savings in the securities of American corporations.

In order that the public would have a clearer understanding of the important part its invested money plays in building the plants and facilities that produce the goods, services and jobs, the exchange sponsored an educational program and a speakers' bureau, both of which have been taxed to meet the demands made upon them by an interested public. The program has been credited with creating an entirely new generation of "little capitalists" among the wage earners of this community. Some evidence of this can be seen in the small-investor participation in the market as indicated by the volume of odd-lot transactions on the exchange (odd lots mean trading in less than the usual unit of trading, or 100 shares) wherein the investor may purchase one or more shares.

Last year odd-lot trading on the exchange comprised approximately 40% of the daily dollar volume. That it made up only 20% of the total share volume would indicate that the small investor is buying investment-type issues of a higher average price than the average for the list as a whole.

That Southern California industry has benefited is demonstrated by the successful financing of the new television industry and the ready reception given new issues brought out by the banks, utilities and industries of the area during this period of rapid growth.

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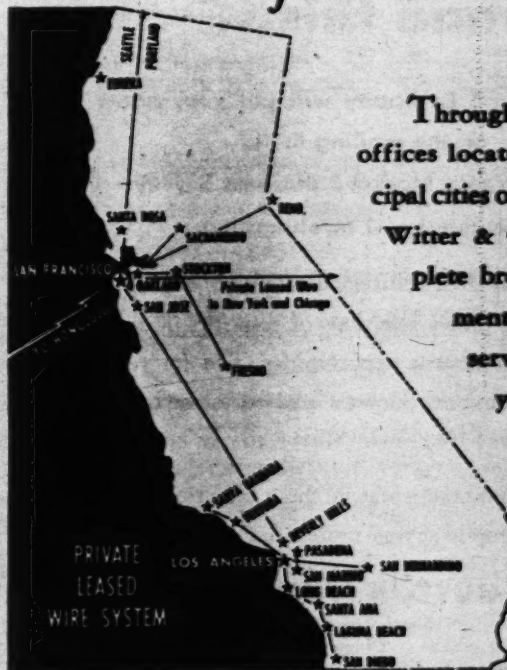
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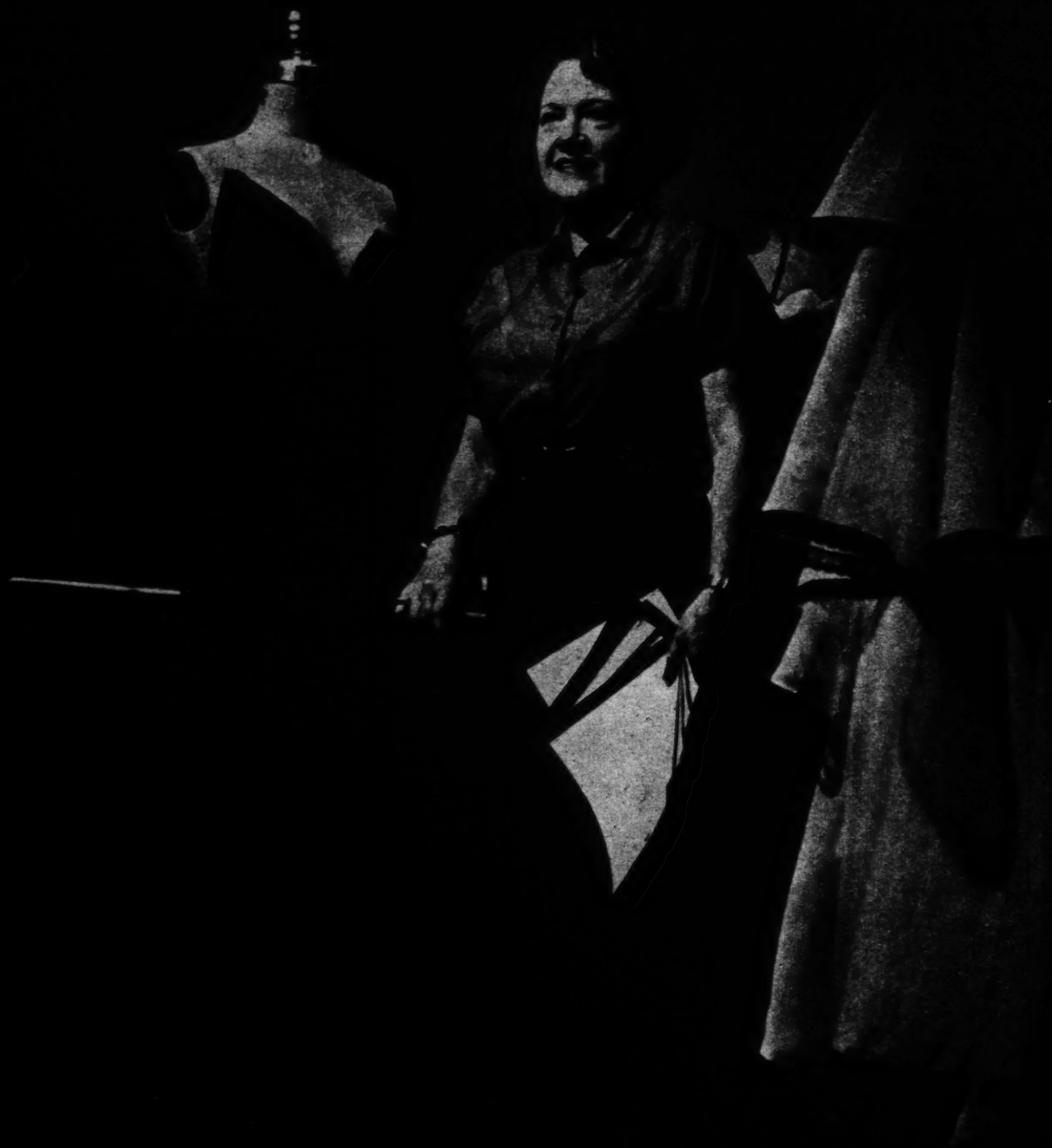
These superlative fashions are at a few fine stores or write:

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APPAREL



PEGGY HUNT HAD A FACTORY OF FOUR MACHINES 25 YEARS AGO. MADE CHILDREN'S CLOTHES. TODAY HER AFTERNOON AND FORMAL GOWNS ARE NATIONALLY DISTRIBUTED FROM ONE OF LOS ANGELES' LARGEST MANUFACTURING PLANTS.

Los Angeles Apparel Market is Fifth in State's Industries

By FAY HAMMOND

LOS ANGELES is the world's second largest apparel manufacturing center. It produces \$400,000,000 worth of manufactured goods annually, employs 42,291 workers. These figures are exclusive of the divisions of millinery, shoes and accessories and of fabric suppliers, converters and contractors—all important factors in the overwhelming growth of the garment field. The apparel market now stands fifth in the State's industries.

A recent report made by the market planning division of the National Credit Office, a subsidiary of Dun & Bradstreet, lists women's wear made here in three broad classifications in a breakdown of market figures, increases and sales. The dress

(Continued on Page 96)



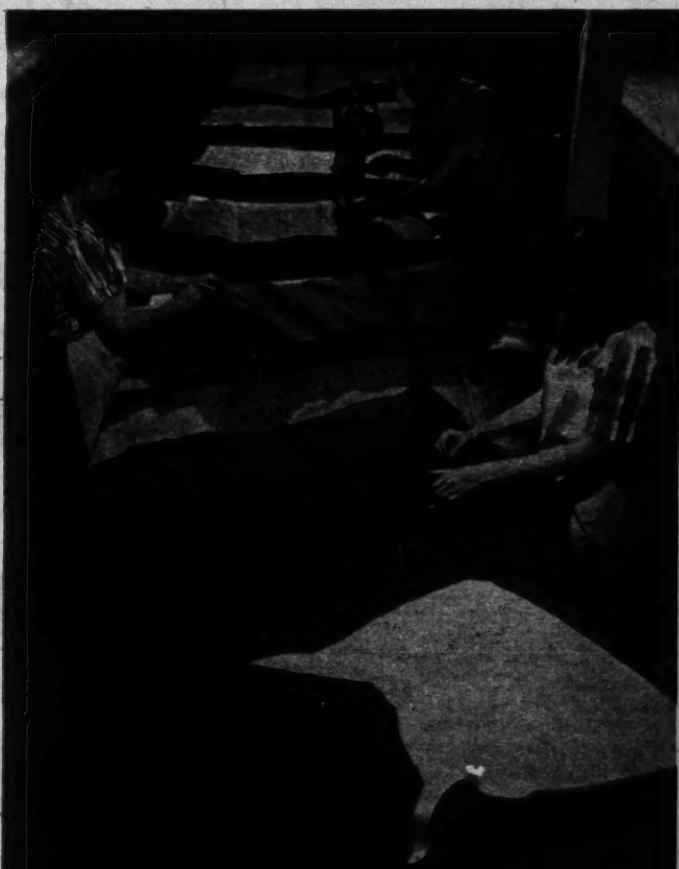
Bill Helms

ORGANIZED IN 1907. Catalina, Inc., was a pioneer in the revolution of the bathing suit. This year they serviced more than 8000 retail stores in the United States and foreign countries.

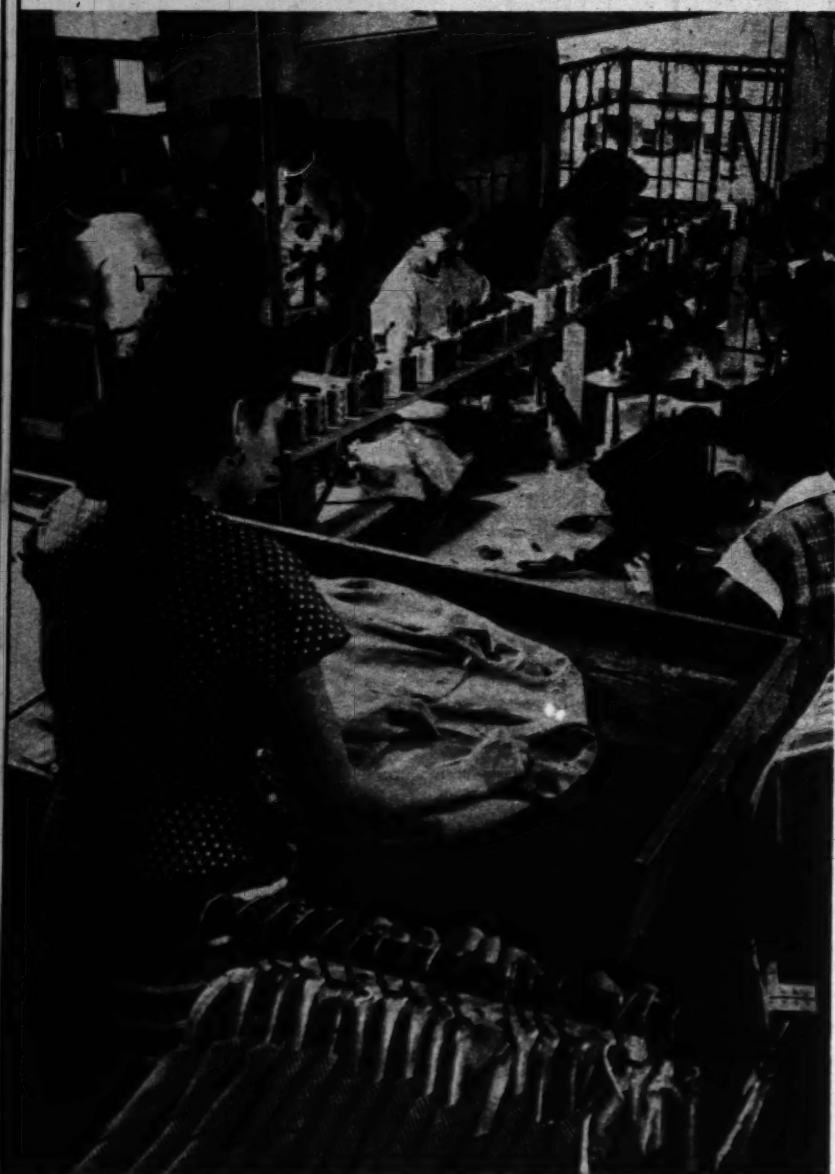


ASSEMBLY LINE in Cole of California swim suit factory bundles intricate pieces ready for the machines. The firm, headed by Fred Cole for 24 years, formerly made long knit underwear.

A-1 MANUFACTURING CO. turns out more than 1,000,000 work garments per year. Khaki and blue denims are fabrics used. Cutting and marking of boys' blue jeans is shown at local plant.



APPAREL continued



CALIFORNIA'S FAMOUS SPORTS SHIRTS are just one of many men's wear items made by M. Jackman and Sons. They are hand-tailored and hand-stitched by experts in modern factory.



Bill Helms

ADELE OF CALIFORNIA suits and coats are featured by smart shops from coast to coast. Man-tailored of the finest fabrics obtainable, they receive final inspection, hand-finishing here.

(Continued from Page 93)

category, which includes street and house dresses, blouses, evening wear, sports and beach wear, showed a characteristic sales increase of 34% between 1946 and 1948, a 1½% increase in 1949 with only 25% of concerns reporting; 374 firms in this group do a yearly business of \$135,000,000 and less than one-third of these manufacturers have been in business more than 10 years.

Coat and suit houses, most all small firms doing less than \$500,000 per year, numbered 192, had total sales of \$70,000,000 for 1948 or almost seven times greater than the figure for 1939.

The report quotes a total of \$27,000,000 in sales from 81 manufacturers of corsets, brassieres, lingerie, pajamas and gowns for women and children.

Men's and boys' tailored clothing, made basically from

Many separate industries were combined in early days of hand print production here



CALIFORNIA HAND PRINTS, INC., are made at Hermosa Beach, Cal. First plant of its kind west of Chicago in 1936, it incorporates screening, dyeing and printing operations under one roof, enjoys an international reputation for quality and beauty of designs.



Bill Helms

FIRST TO USE LASTEX IN A SWIMSUIT WAS MABS OF HOLLYWOOD. HERE A NEW STYLE IS OK'D AT FINAL INSPECTION

woolen fabrics, showed a sales volume of \$32,000,000, while in cotton and synthetic materials 80 firms producing work clothing, shirts, sportswear and underwear did a volume of \$35,000,000 in 1948.

These facts and figures explain the dominant part the Los Angeles apparel industry plays in the State's and country's economy.

Technical Trade Junior College, which graduates 600 students each year, finds that it cannot meet the market's demands

for trained employees. Graduates of the two-year course are quickly absorbed by the clothing industry, but there is a constant need for young designers.

Graduates of the UCLA School of Design find ready employment and many manufacturers offer untrained applicants on-the-job training and the opportunity for substantial earnings while they learn. These factors emphasize the many openings available to wage earners in the constantly growing Los Angeles apparel industry.

Manufactured in many countries now, Joyce shoes originated in Pasadena in 1929



Franklin G. Miller

DIE-CUTTING, PRESSING AND CLEANING operations are shown at the Joyce, Inc., shoe factory located in Pasadena. The casual, comfortable Joyce shoes have been designed by Fats Joyce since 1937. The firm, established in 1929, has won many national awards.

APPAREL continued

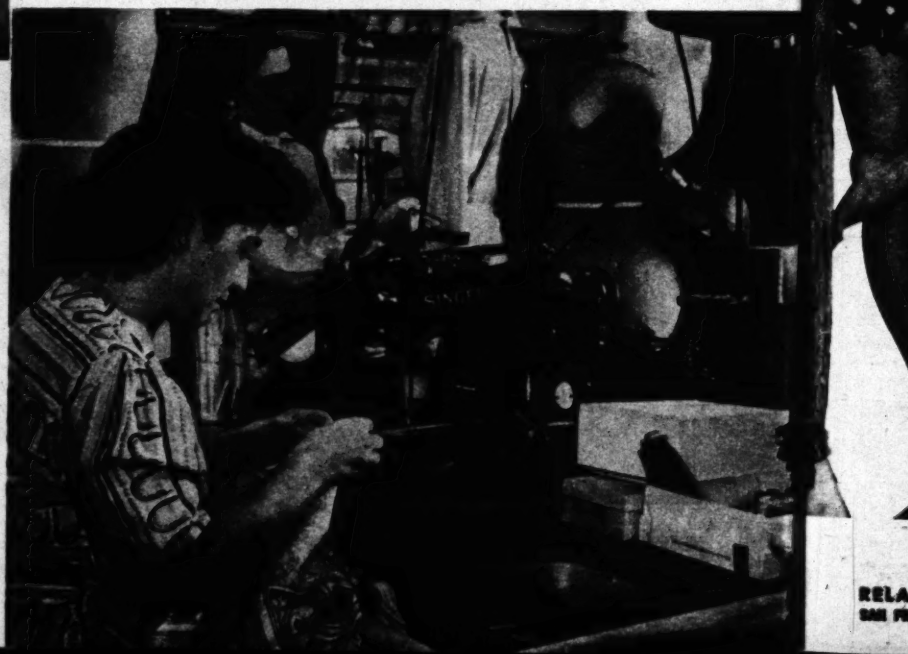


Bill Helms photos

JEAN DURAIN is fairy godmother to the fashion-minded young fry, made tots' and girls' clothes to the tune of more than \$1,000,000 in volume shipments last year.

IN SCULLY BROS.' SUEDE factory operator places pattern on skins, selects from three to four dozen suede skins to achieve the perfect match in both coloring and texture.

LOUELLA BALLERINO, one of California's most distinguished designers, manufactures sun and fun styles she calls "native fashions" in her large, modern factory.



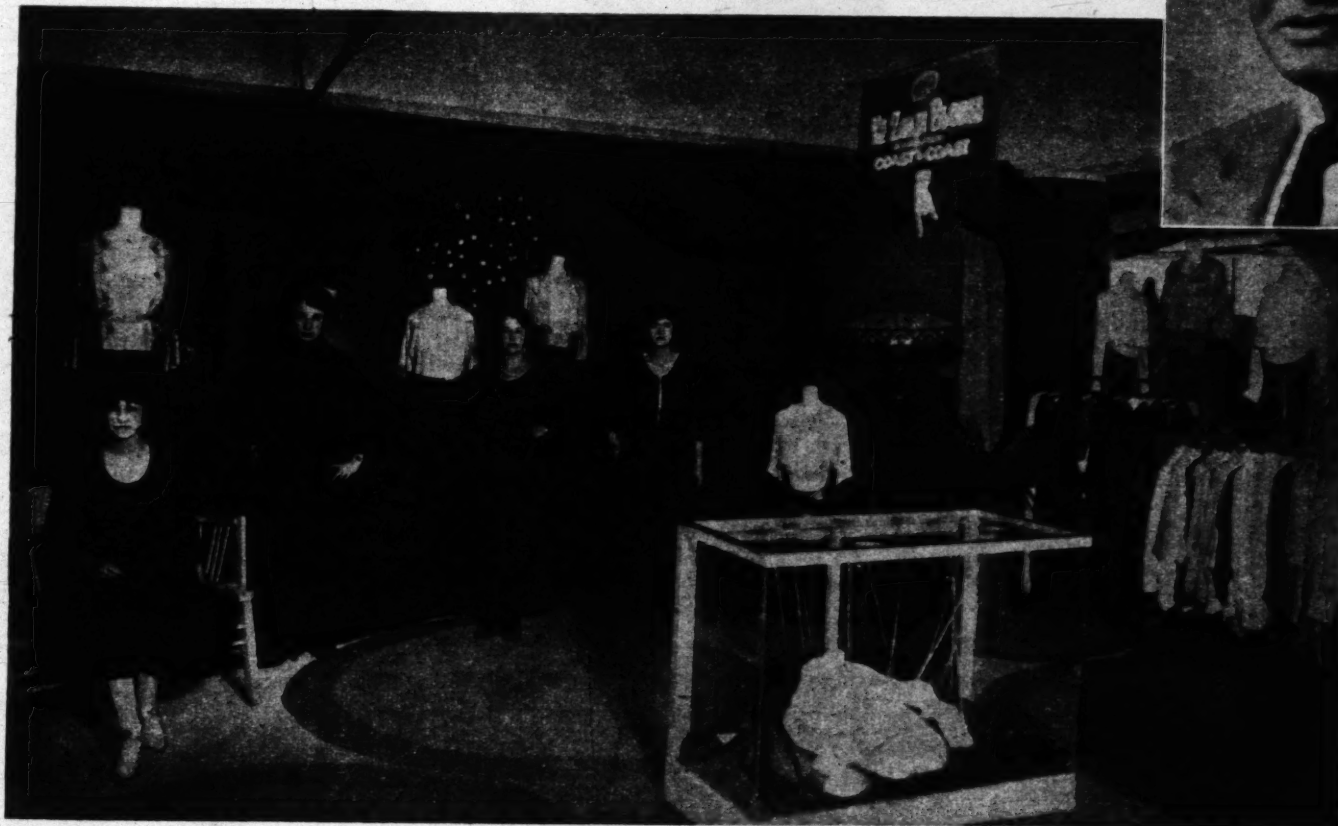
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Joseph Zukin has manufactured apparel here thirty-four years

PIONEER JOSEPH ZUKIN, often called the father of the Los Angeles apparel market, started a blouse business here in 1916 and was the first manufacturer of women's wear to ship to stores in other cities. He was a founder of the California Apparel Creators, now makes colorful sportswear.



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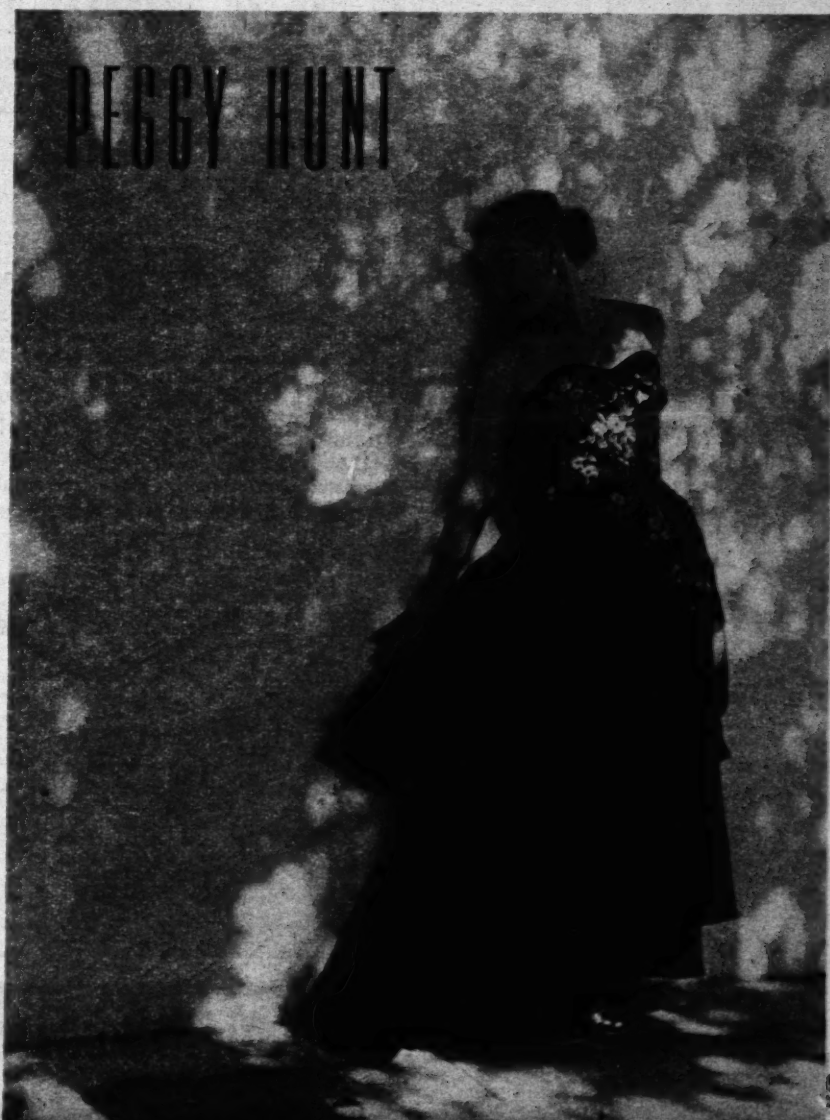
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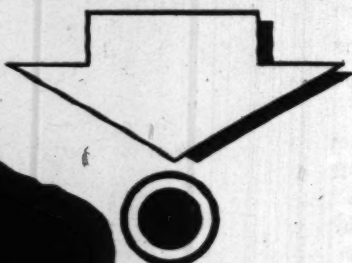
With the addition of 40 new companies to the Central Manufacturing District—another year of tremendous achievement has been recorded for the West's great industrial community.

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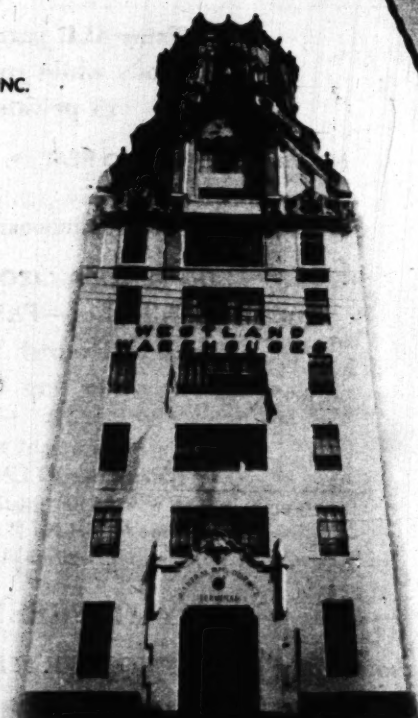
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KELSEY-HAYES WHEEL CO.
LINDE AIR PRODUCTS CO.
L. A. PAPER BAG CO.
(DIV. CUPPLES CO.)
L. A. TRANSPORT & WAREHOUSE CO.
McCLINTOCK MFG. CO.
NASH-KELVINATOR CORP.
NATIONAL SPONGE CUSHION CO.
NEWBURGH STEEL CO.
STANDARD STEEL SPRING CO.
ART THOMAS MACHINERY CO., INC.
U. S. GROWERS & SHIPPERS SERVICE, INC.
VEGETABLE OIL PRODUCTS CO., INC.
KEYSTONE STEEL & WIRE CO.
KIECKHEFER CONTAINER CORP.
GENERAL TIRE & RUBBER CO.
LANGLOIS FLOUR CO.
SYLVANIA ELECTRIC PRODUCTS, INC.
GATES RUBBER CO.
LYNCH ASBESTOS CO.

Interested executives . . . please direct inquiries to Sales Manager E. H. Farrar, Los Angeles 58, Lafayette 1101.

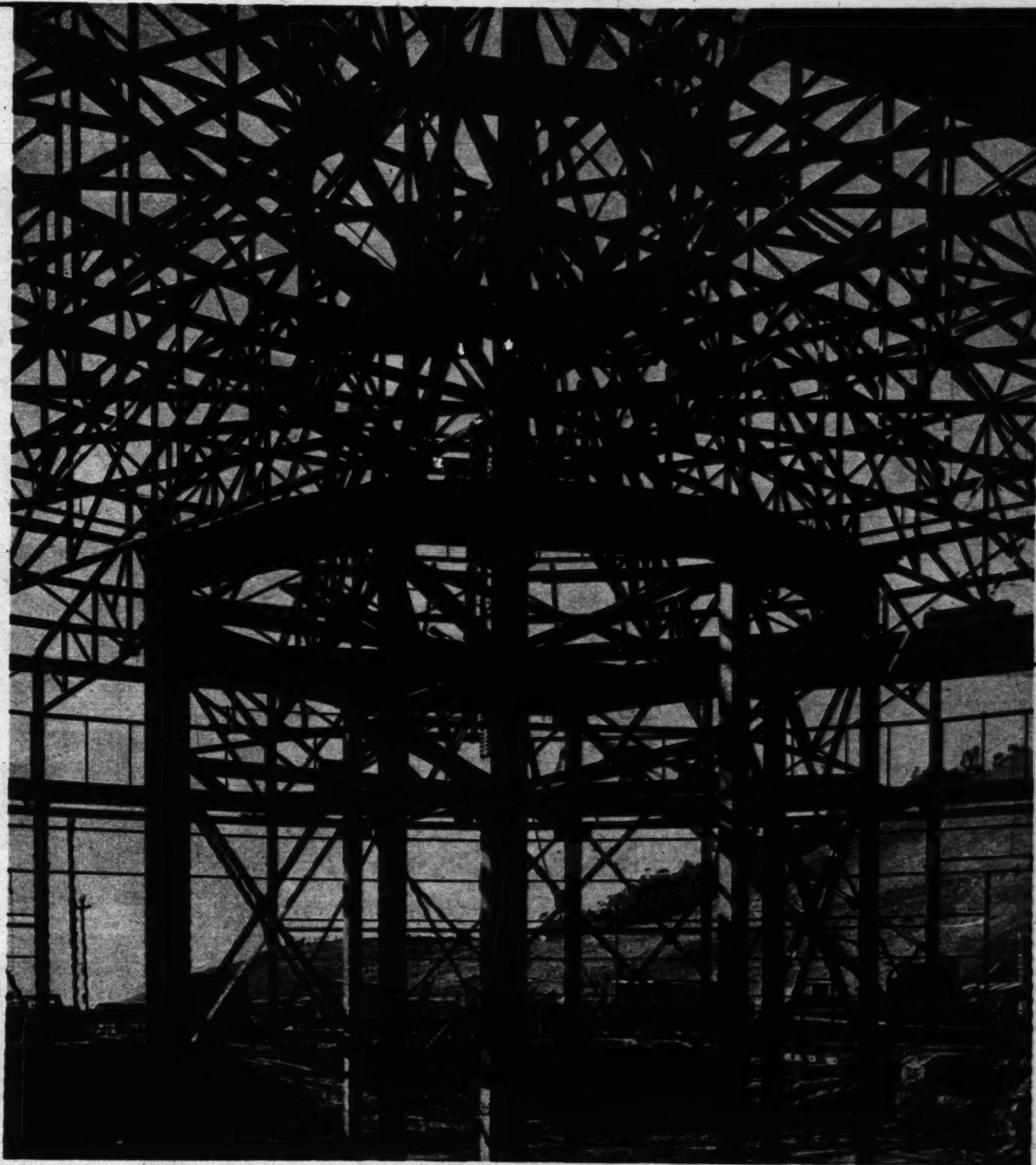


OF WESTERN INDUSTRY



CENTRAL MANUFACTURING DISTRICT, INC.

LOS ANGELES 58, CALIFORNIA



ATOMS WILL CRACK INSIDE THIS BUILDING

For the University of California's new Bevatron, a circular-type building with special double-truss construction was built in the Berkeley hills. Shown is the center section under construction. The structural steel was fabricated and erected by Consolidated Western Steel Corporation.

Structural Mechanical Equipment Platework
CONSOLIDATED WESTERN STEEL CORPORATION

Subsidiary of United States Steel Corporation

LOS ANGELES • SAN FRANCISCO • BERKELEY • FRESNO • BAKERSFIELD • TAFT, CALIFORNIA
 ORANGE • HOUSTON, TEXAS • • PHOENIX, ARIZONA



U N I T E D S T A T E S S T E E L

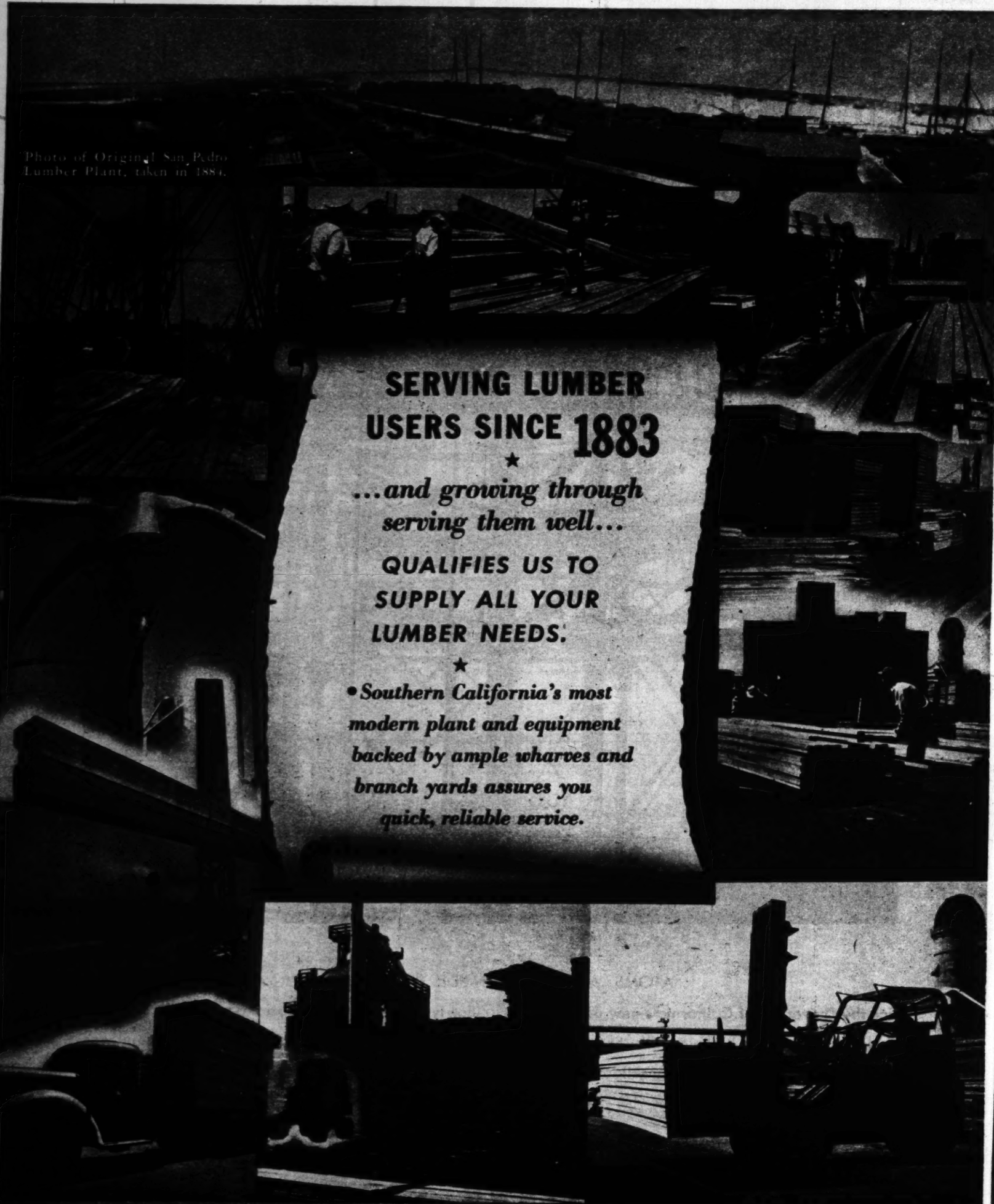


Photo of Original San Pedro
Lumber Plant, taken in 1889.

**SERVING LUMBER
USERS SINCE 1883**

★
*...and growing through
serving them well...*

**QUALIFIES US TO
SUPPLY ALL YOUR
LUMBER NEEDS.**

★
• *Southern California's most
modern plant and equipment
backed by ample wharves and
branch yards assures you
quick, reliable service.*

SAN PEDRO LUMBER CO.

BRANCH YARDS AND STORES — COMPTON & WESTMINSTER
WHOLESALE YARDS AND WHARVES — SAN PEDRO
LOS ANGELES YARD AND STORE — 1518 S. CENTRAL AVE.
PHONE RL 1141

Back in 1924

Jorgensen began to build up
a stock of steel for a growing
Southland industry at
10650 S. Alameda Street
Los Angeles



Now in 1951

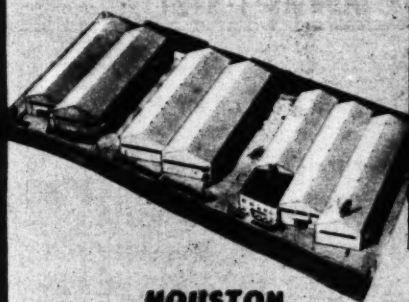
The same site reflects the
growth of Southland industry.
Jorgensen's Forge Division in
background, warehouses and
office in foreground.



For over a quarter century it has
been a western custom to

Call Jorgensen First FOR STEEL

First call for steel goes to Jorgensen because Jorgensen
maintains complete warehouse stocks. Not merely the
common carbon steels such as structurals, plates, sheets,
etc., but also alloy, stainless, tool and specialty steels.



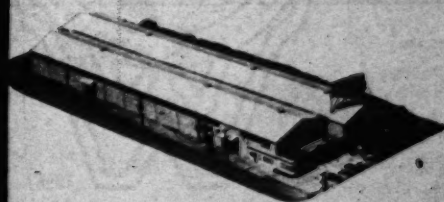
HOUSTON
Established 1936

EARLE M. JORGENSEN CO. STEEL

LOS ANGELES OAKLAND HOUSTON DALLAS



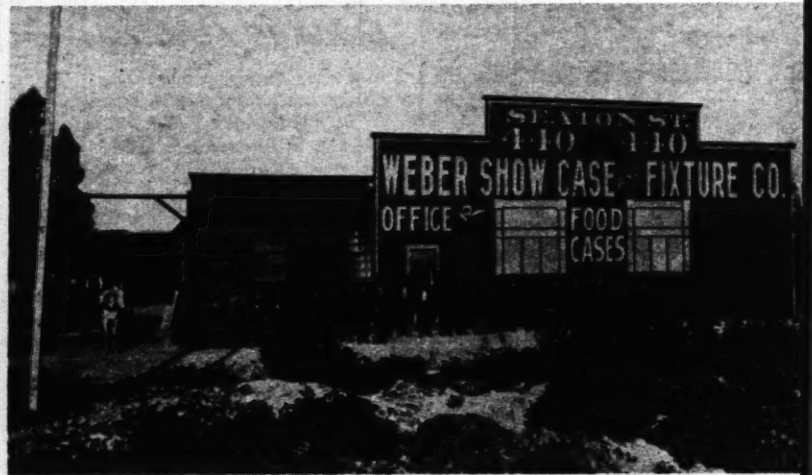
DALLAS
Established 1950



OAKLAND
Established 1928

IT'S FUN TO REMINISCE

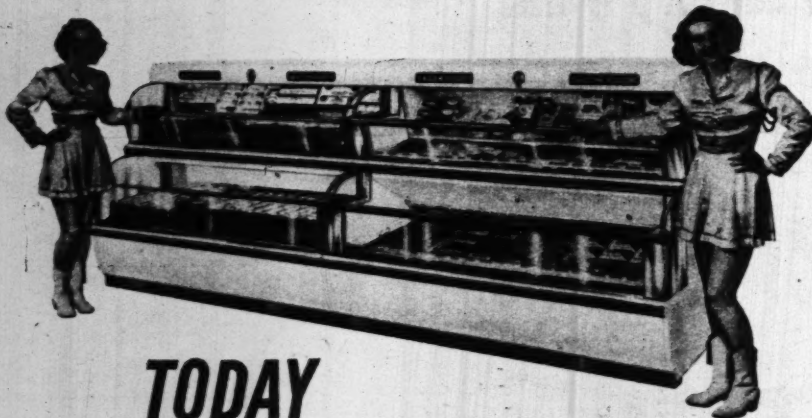
Established **1898**



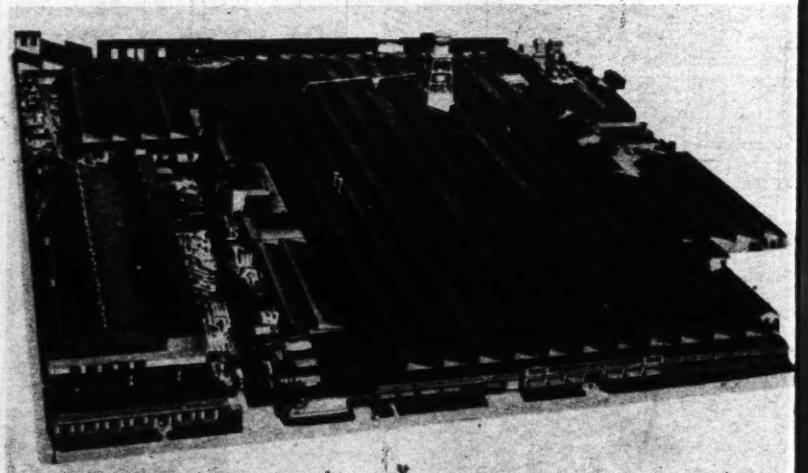
The first Weber store fixtures were produced by skilled cabinet makers in this frame shop in the growing "village" of Los Angeles more than half a century ago. The founder, Fred Weber, Sr., started building the tradition of outstanding

quality which carried his company to leadership in its field and is today maintained by two sons, Karl, president, and Fred Jr., vice president.

AND IT'S GOOD BUSINESS TO BE ABLE TO...

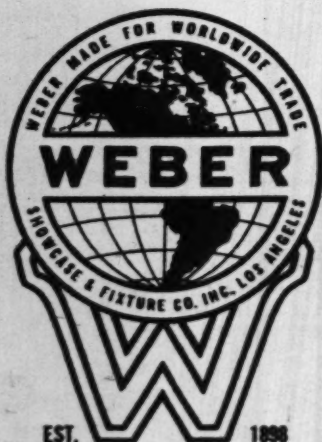


TODAY



Today the main Weber plant covers more than 15 acres, employs over 1500 people. Production facilities are being expanded to supply the increasing orders for Weber equipment from all

parts of the world. Modern assembly lines and precision power tools have supplanted the "cabinet shop" of earlier days... but the same principles of quality and workmanship apply.



weber showcase & fixture co., inc.

5700 Avalon Boulevard, Los Angeles • Telephone: ADams 1-9121

Aircraft Interior Equipment • Glass Grinding Machinery

The West's Largest Manufacturer of a complete line of fixture and equipment for grocery stores, drug stores, department and specialty stores, fountains and lunch counters, banks, offices.



004 FREE CATALOGS: FOUNTAIN AND LUNCH COUNTERS, FURNITURE AND HOME DECOR, MEDICINAL WALL DISPLAYS, SHELVING AND HANGERS, OFFICE PARTITIONS, SHOWCASES, FROZEN FOOD CABINETS, REFRIGERATED MEAT CASES, REFRIGERATED COLD DRINK CASES

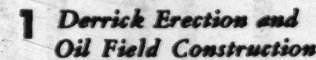
MACCO

Wherever you go in California, you will find Macco men and equipment on the job. Macco Corporation, through its many divisions, maintains an organization of experienced engineers and workmen, together with the most modern time and labor saving equipment. Practically every major development and operation contributing to western industrial and economic growth benefits through Macco service.

MACCO

OFFERS 5 MAJOR SERVICES TO CALIFORNIA INDUSTRY

1 *Derrick Erection and
Oil Field Construction*



2 *Pipe Line
Construction & Service*



3 *Drilling Fluids and
Engineering Service*



4 *Lumber for
Industrial Construction*



5 *General
Construction*



CORPORATION

Main Office & Plant: 14409 SOUTH PARAMOUNT BOULEVARD, PARAMOUNT, CALIF.
Branch Plants: BAKERSFIELD • SANTA MARIA • AVENAL • VENTURA • ROSAMOND
HURON • RIO VISTA • LONG BEACH • COLTON • EL MONTE • PALM VILLAGE

INDUSTRY



AT LONG BEACH Harbor oil wells are sunk 25 feet apart and drilled by skidding derricks and equipment along this platform. Pumping is by new Kobe "free pump," manufactured in Los Angeles, which can be completely covered. Drilling completed, derricks will be removed with no surface indication that more than 100 wells are being pumped.



IRON ORE AT EAGLE MOUNTAIN DESTINED FOR KAISER PLANT—SOUTHERN CALIFORNIA STEEL IN THE MAKING. Don Ellis

Los Angeles, the 'Big City' Which Small Business Built

By H. C. McCLELLAN
President, Merchants and Manufacturers Association

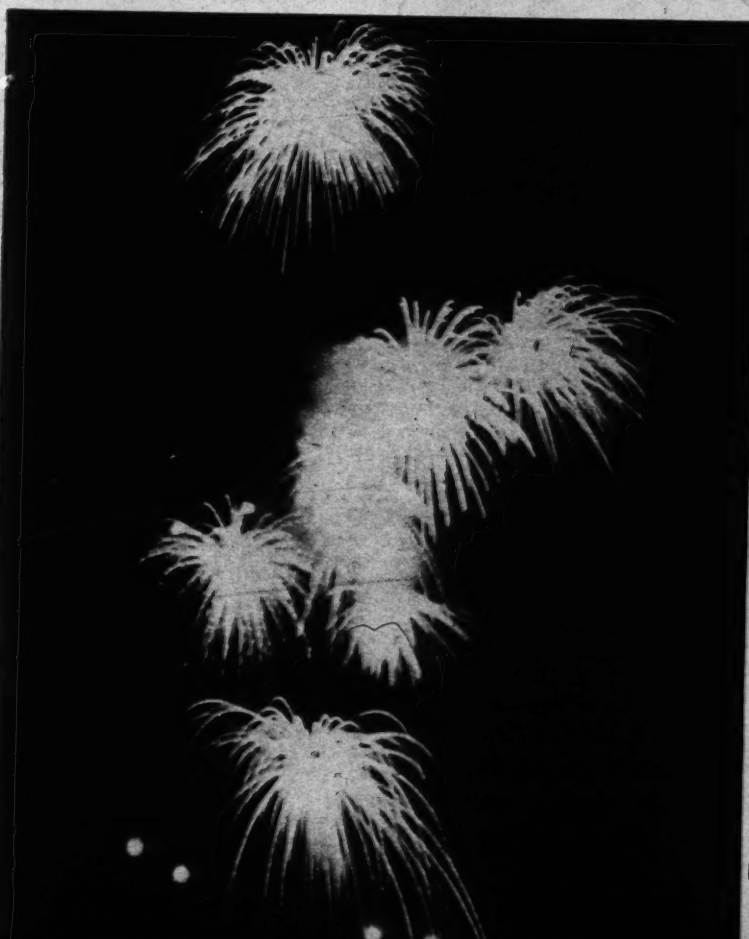
TO ME Los Angeles has always seemed more of a "big town" than an industrial city. This impression has been shared by many and it actually has had some foundation in fact because the development of our city has not centered around any one business or any one industry.

Los Angeles, perhaps more than any other great city, has carried on its business through a wide diversity of small businesses, with big-company operations representing only a relatively small part of the industrial activity. This does not mean that we have no big companies or that the large employers do not play an extremely important part in our economic life. I simply mean that our greatest employment of people and our largest volume of business have been transacted through small firms.

I submit recent statistics on company ratings in terms of numbers of people employed. This report is based upon unemployment insurance tax reports of October, 1948. At that time there were 95,770 employers in Los Angeles County. Of this number only 3881 employed more than 50 persons in their operations; 1166 employed between 100 and 500; 88 em-

(Continued on Page 108)

TRULY SYMBOLIC of Southern California's great industrial diversity are these fireworks at the 1950 California State Fair—a spectacular product of the long-established Golden State Fireworks Co. here.



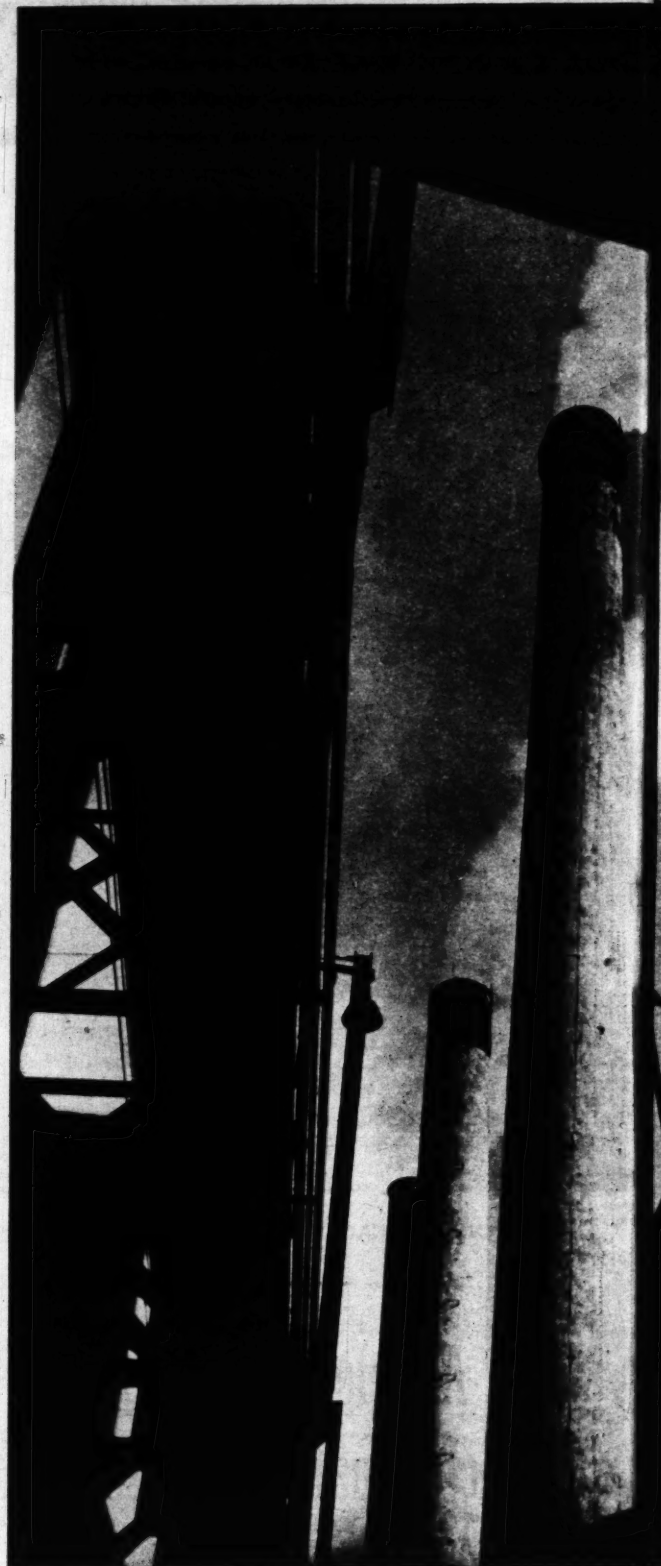
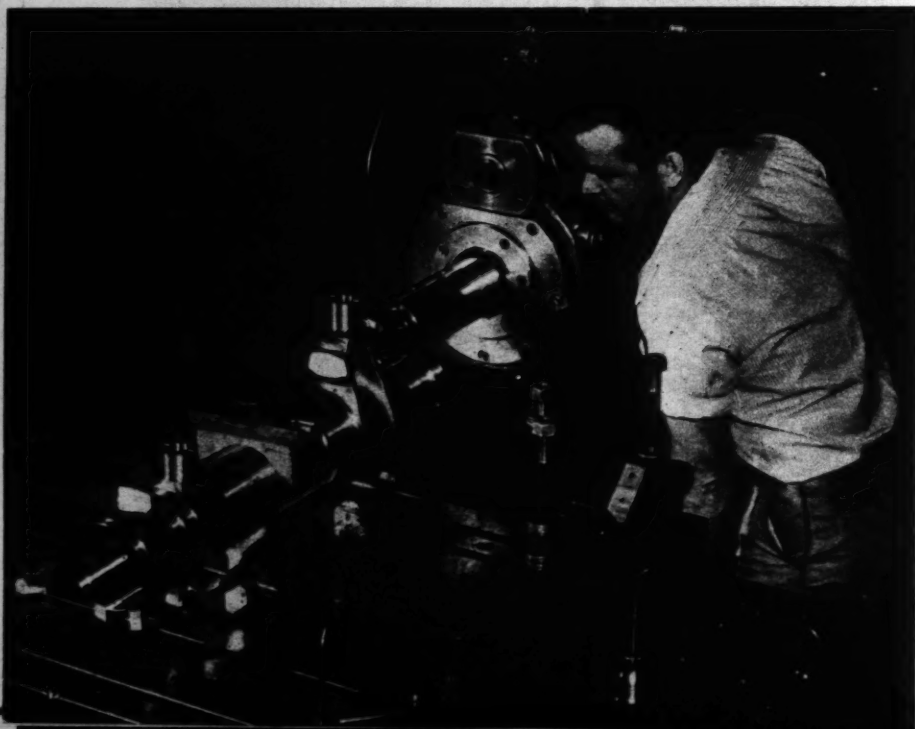
INDUSTRY continued



John Malmin

MONUMENTAL FEAT of engineering is the four-level intersection of the Hollywood-Santa Ana freeways with the Arroyo Seco-Harbor freeways. The job was done by the James I. Barnes Construction Co.

MILLING AN AIRPLANE main landing gear at Axelson Manufacturing Co., which for last 10 years has been active in aircraft parts production.



(Continued from Page 107)

played 1000 or more, while only 10 firms employed more than 5000 each.

Los Angeles is an unusual city in another respect; our population is spread over more square miles than is the population of any other city in the United States. Our business interests are not concentrated in any one section. They are widely distributed, and although our businessmen have working relationships through the various types of business associations, Los Angeles employers have always been less inclined to join forces with each other than is the case in most large cities. As a result, the Los Angeles businessman is independent and self-reliant. He has had to be resourceful. Competition in every line is very keen indeed, but our business units are healthy.

During 1950 we have seen two important developments here. The first is the clear-cut evidence that we rapidly are being transformed from a big town into a truly industrial city. This change has not happened overnight. For several years we have seen an in-

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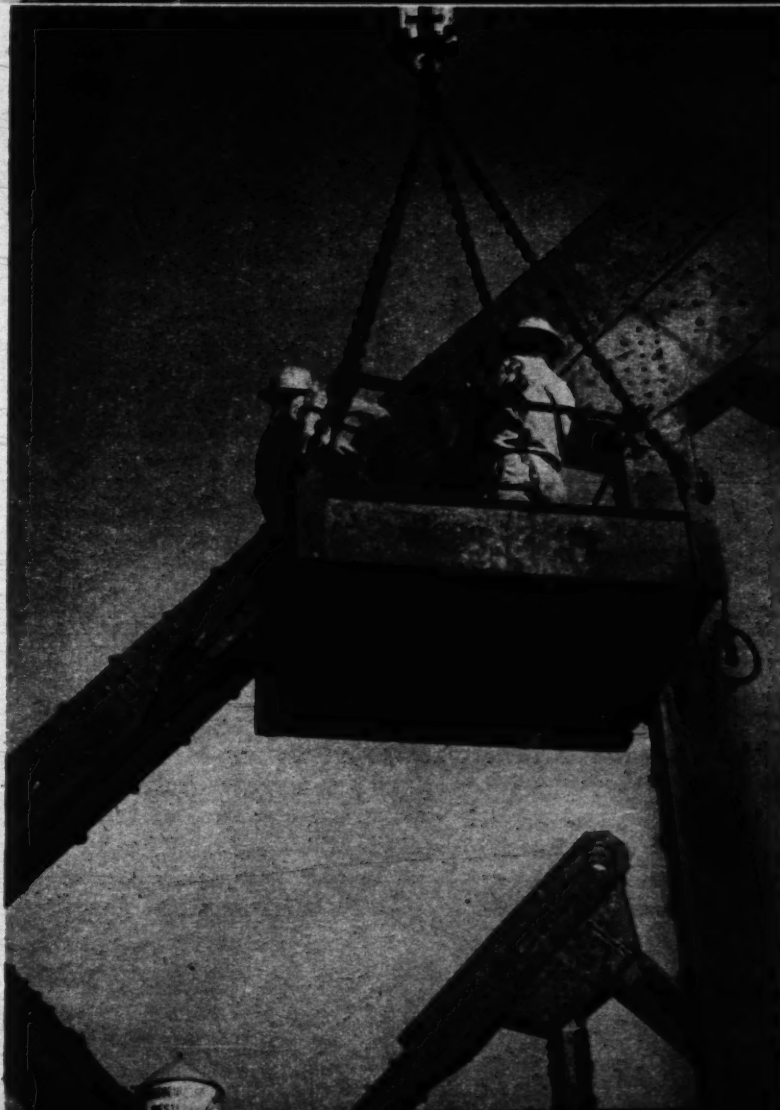
Bob Jakobson

THREE TUNNELS 11 miles long are being built by city in Owens Gorge, part of a \$42,000,000 project to harness more Sierra water and thus send more power to city of Los Angeles.

HIGH in air (at right) riveters assemble a 553-ton bascule bridge at Consolidated Western Steel Corp. in Maywood.

TALL STACKS of the Columbia Steel Co. in Torrance (left) as seen through aperture in plant.

Jim Todd

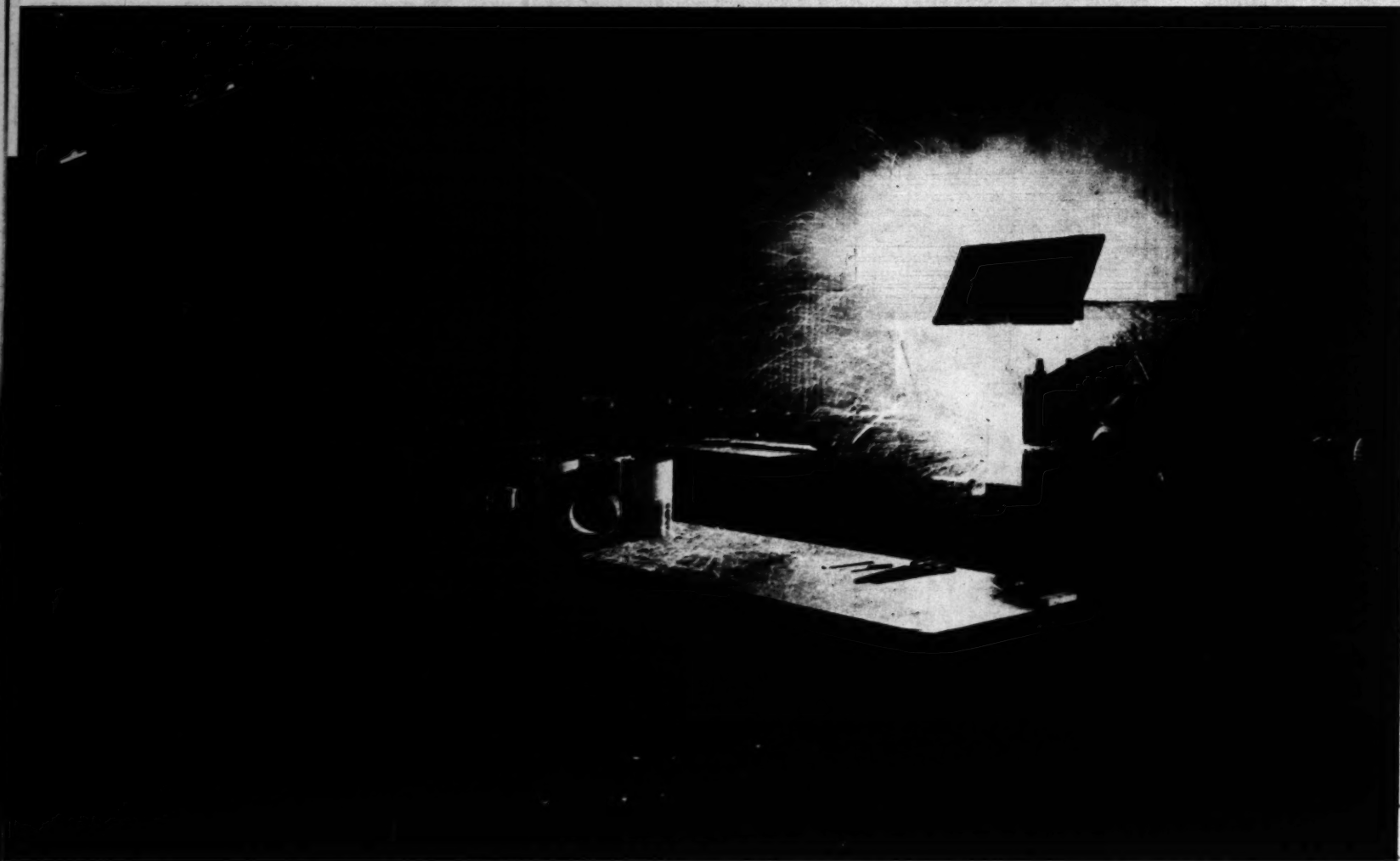


creasing number of major industrial plants being established within metropolitan Los Angeles. But in 1950 it seems that our transformation has suddenly been recognizable for what it is. During every month of this year we have averaged 11 industries new to this area building factories, 35 existing plants expanding operations, 1000 new jobs created and \$7,000,000 new capital invested in manufacturing operations. Among those companies which established production operations here for the first time are the Monsanto Chemical Co., Warner-Hudnut, Modine Manufacturing Co., Ekco Products and Lever Bros. Co. Among those expanding operations are Stauffer Chemical Co., Packard-Bell, Pittsburgh Plate Glass Co. and General Paint Corp.

These include only manufacturing operations and do not include any of the service industries.

In addition, several national firms moved their headquarters from eastern cities to Los Angeles and brought their head office employees with them.

(Continued on Page 110)



FLASH WELDING AT AXELSON MANUFACTURING CO., ONE OF THE LARGEST MAKERS OF OIL WELL PUMPING EQUIPMENT.

WASTE KING PULVERATORS, the newest kitchen aid, have been developed into an important national industry whose sales figures are expected to approach \$94,000,000 in 1951—due largely to the skill and energy of the Given Manufacturing Co. of Los Angeles.



(Continued from Page 109)

While this development has taken place, there has been something which to me is at least equal in importance to the physical changes in our production capacity. It is natural that new employers have brought with them their employment policies, their labor relations practices and their basic attitudes toward employees. We have inherited at least one example of every type of human relations policy which obtains in our national industry. Any city of 2,000,000 population undergoing the rapid industrial growth which we are experiencing might expect to pass through a painful period of industrial strife. This has not happened here. Certainly we have had some strikes and work stoppages as a result of disputes. However, we have been relatively free from labor troubles in this area through the years. One reason is the majority of our business operations have been in the smaller categories where it has been possible for the employer to work closely with his employees and to develop better-than-usual understanding.

Another is that through our employer associations it has been possible to develop better-than-average policies in dealing with employees in companies both large and small. It is my opinion that Los Angeles has done the outstanding job in the country in its efforts to find proper solutions for the labor troubles which have plagued the nation during recent years and which can be solved only through understanding, cooperation, long-suffering patience and hard work.

On the UCLA campus an industrial relations institute, staffed by capable, highly trained and experienced personnel, is working with representatives of labor and management. This institute has provided an increasing volume of information for the benefit of management and union officials. A similar institute is in operation at California Institute of Technology.

The Merchants and Manufacturers Association also has made a substantial contribution toward industrial peace and is lending its support to the effort being made toward the solution of our current problems caused by the assimilation of so many new businesses. The M&M is an employer association which has been in existence for more than 50 years. Its members presently employ more than 400,000 workmen in this area. Its objectives are purely constructive. Its primary

(Continued on Page 112)

INDUSTRY continued



INSPECTION at Voit Rubber Corp. plant which turns out 1,000,000 balls annually.



INSTALLING windings in 100-h.p. motors in plant of U.S. Electrical Motors, Inc.

STUDENTS get firsthand experience at the Cal-Aero Technical Institute here.



Jim Todd

CALIFORNIA'S QUEST for oil, the dramatic struggle of men against the earth which yields about \$2,000,000 daily in this State. Oil production is California's second largest industry.

ASSEMBLY LINE of geophysical transformers for the oil fields at the Thermador Electrical Manufacturing Co., better known perhaps for its electric heaters, ranges and water heaters.





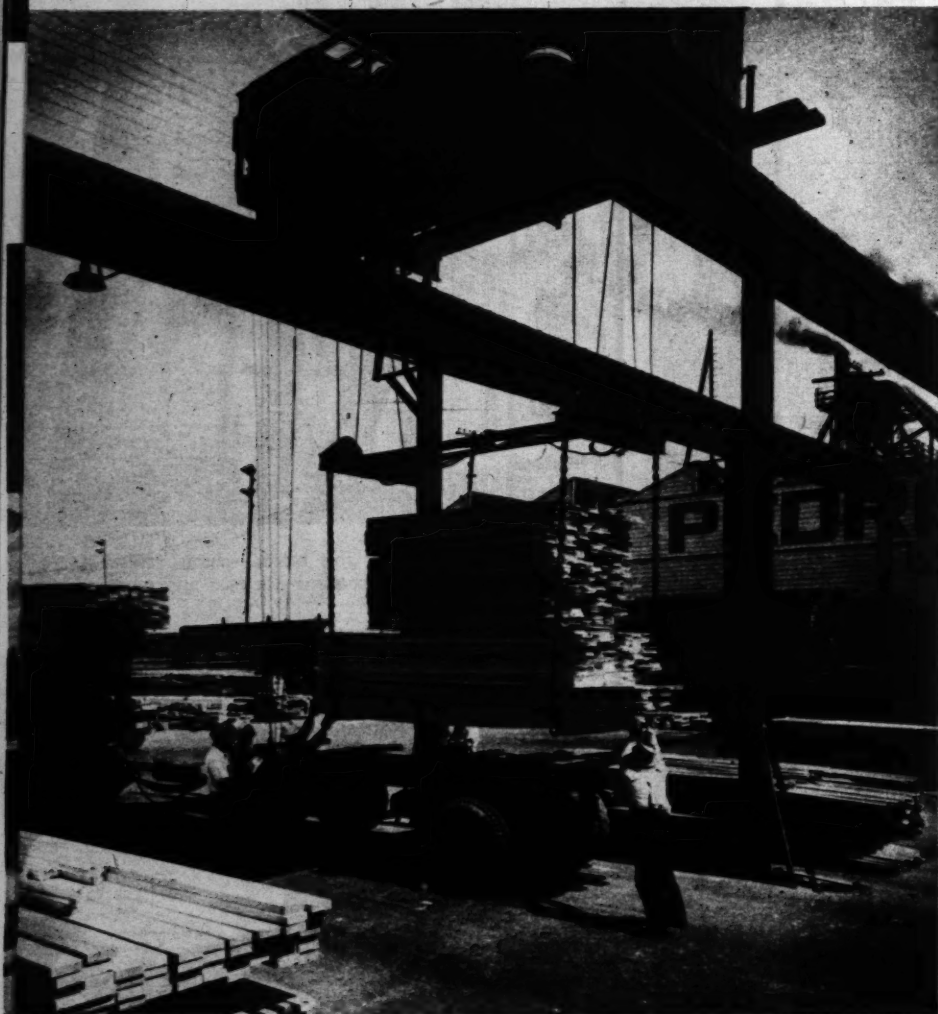
Milton J. Lewis

PONDEROUS SECTIONS OF PIPE AWAIT ASSEMBLY DURING CONSTRUCTION OF THE CITY'S HYPERION OUTFALL SEWER SYSTEM.

(Continued from Page 110)

purpose is to work with employers in the development of constantly improving employment relations through establishment of good employment policies and through the creation of good communications between employers and employees. One example of the work performed was its 8th annual employment relations conference at Palm Springs attended by 200 Los Angeles business executives of the policy making level. Twelve outstanding men in the field of industrial relations were brought to the conference as discussion leaders, and under their guidance broad studies were made with the objective of making improvements in employment practices.

During 1950 there has been a substantial increase in the number of businesses here which have organized management clubs within their companies starting from the lower level of supervision and including top executives. These management clubs meet regularly to exchange ideas and to discuss company problems. Their importance in creating improved understanding is inestimable. Our continuing industrial growth and the consistent improvement in the teamwork between management and men enable us to look forward with confidence. There will be stresses and strain during 1951 as the impact of our rearmament effort is felt in this community. We shall meet them.

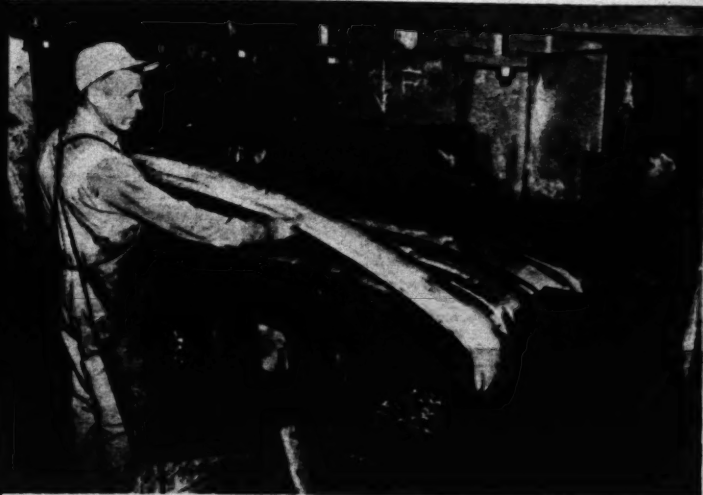


LOADING HOIST shown in operation at San Pedro Lumber Co.'s distributing plant in San Pedro. Handling berths are maintained at Wilmington and company also operates three retail lumber yards.

AUTOMATIC OPERATION of a boxcar unloader in General Mills-Sperry Division plant here. Machine unloads a car in 22 minutes, the grain or other bulk material falling into a storage pier. Device is manufactured by the Stephens-Adamson Manufacturing Co.



Of Such is the Varied Pattern of Our Industrial Picture



SPLIT AND FLANGE operation on bumpers, in final phase, at the pioneer United States Spring & Bumper Co. plant here.



GLUED LAMINATED wood beams and arches, produced by Summerbell Roof Structures of Los Angeles, are used by the Goleta Lemon Association in its new packing plant to provide the maximum unobstructed floor space for handling of fruit.



BOBTAIL SODA FOUNTAINS, part of equipment designed and manufactured by Weber Showcase & Fixture Co., Inc., shown in production line at plant here.



READY TO GO is delivery fleet of Earle M. Jorgensen Co., Los Angeles steel firm, loaded at night and awaiting the early morning arrival of drivers.



AUDITORIUM for East Los Angeles Junior College, seating 2060 and costing nearly \$1,000,000, was completed in early spring by the Hermann Co., General Contractors.

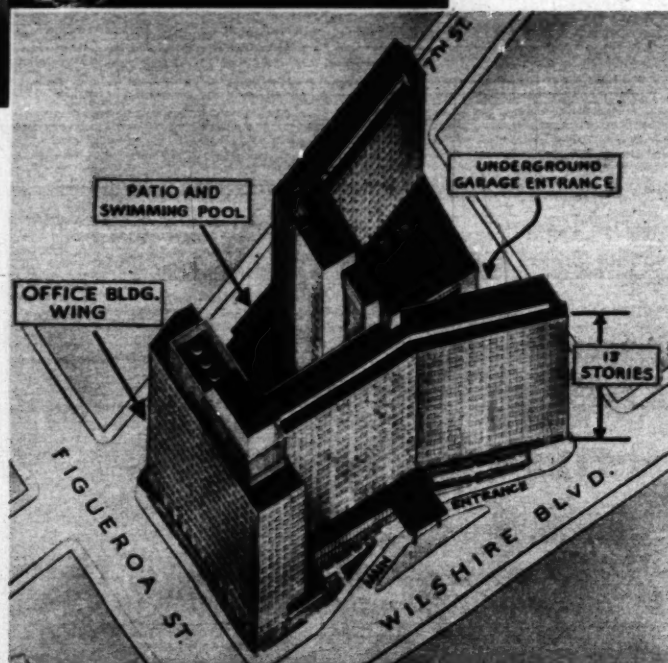


MIDYEAR photo of wrecking operations of Hoffman Garage by Robert E. McKee, General Contractor, which cleared building site for \$23,000,000 Statler Hotel and office building.



BLUE DIAMOND CORP. concrete batch plant and truck mixers handled concrete for the new psychopathic unit now nearing completion at County General Hospital.

CONSOLIDATED ROCK PRODUCTS mixer pours ready-mixed concrete for huge Parklabrea apartment building project involving over 200,000 cubic yards of concrete.



STATLER HOTEL will be completed by June, 1952. It will have 1275 rooms. The office building is 13 stories in height.

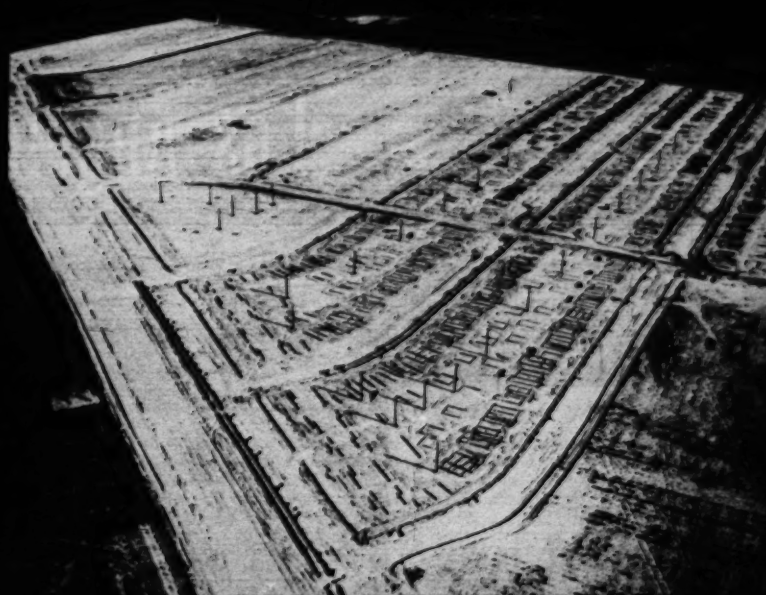


How to Build a City: 17,000 Housing Units Rising at Lakewood Park

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ilding.



GRADING



STREETS



FOUNDATIONS



FRAMEWORK



LAKWOOD



COMMUNITY

Los Angeles

HARBOR





WORN TANKERS UNDERGO REPAIRS AT THE TODD SHIPBUILDING CORP. ONE AT THE LEFT ENTERS FLOATING DRY DOCK.

Port's Biggest Year Sees \$1,500,000,000 in Trade

By WAYNE CAVE

IT TAKES a lot of shipping to be first on the Coast but Los Angeles-Long Beach did it last year—admittedly so by San Francisco. Not even the burgeoning war supplies for Korea sustained the Bay City in top spot.

It didn't call for any special striving—just a natural accrual, begot of dominant markets and serving the greatest population. The Harbor also topped the nation in fisheries; probably again led the world as it did the previous year.

Even in tonnage—more than 32,000,000—despite lost markets in the Orient—the port probably had its greatest year. Earlier years, when bulk petroleum flowed out and lumber in, were almost as great, but values were far less than the package stuff now dominant.

Foreign trade alone exceeded \$600,000,000, never approached before, yet that is just a fragment of the total embracing rich intercoastal and coastwise trades as well. Perhaps \$1,500,000,000 of commerce passed over local docks, the greatest ever.

Vigor still pushes the erstwhile mud flats forward. Custom-built, the joint harbors are setting the pace in ultramodern terminals for all the nation to see. Pillarless new terminals are just one departure. Passenger reception rooms are another. Los Angeles' new \$4,000,000 facilities for American President Lines set the pace, with gorgeous sweeps of overstuffed furniture, broad

(Continued on Page 118)

LUMBER IS KING at Los Angeles-Long Beach Harbors. Aerial view shows huge imports from the Philippines and Pacific Northwest.





MANY FISHING BOATS PARADE AT THE SAN PEDRO FISHERMEN'S FIESTA CELEBRATING 600,000,000-POUND ANNUAL CATCH.



Paul Calvert

NAVAL SEAMEN heave to at the hawser and help tie up cruiser bringing fighting men back from the Korean war zone.

PEACEFUL SCENES prevail at port, too—like this pleasure craft sailing into the sunset off the San Pedro breakwater.

Charles Crawford



(Continued from Page 117)

promenades, escalators—nothing like it outside air terminals in the country. The city's \$6,000,000 terminals for Matson Lines will be even smarter.

In turn, Long Beach is completing another 1200-foot clear-span shed, a couple new piers and is half-done on a whole cluster of new terminals seaward of Pier A. The dollar cost will be dozens of millions.

Fishing, which brings in yearly 600,000,000 pounds of new sea wealth and sustains 10,000 families, saw construction start on two new \$3,000,000 can-manufacturing plants, a new \$1,000,000 cannery, two \$400,000 warehouses.

Even the new foreign trade zone, started a year ago with some misgivings, surprised everyone with \$3,000,000 of new business.

HARBOR continued

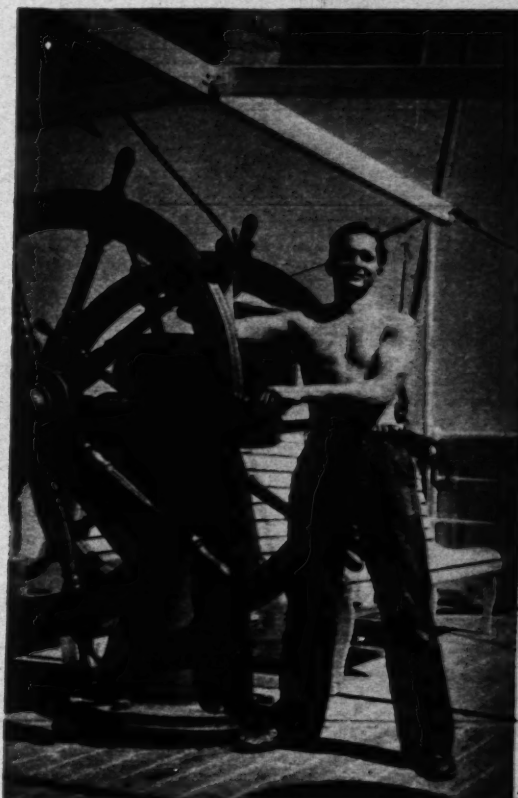


PRESIDENT WILSON of American President Lines moves into new \$3,000,000 passenger-cargo marine terminal built for line by Los Angeles Harbor Department.



Charles Crawford

CHANGING PROPELLER on a big vessel, part of the big picture in a harbor which last year handled over 32,000,000 tons of shipping.



Charles Crawford

FOREIGN TRADE exceeded \$600,000,000 last year. Above, at helm on Norwegian ship.

CRUISER HELENA slides into harbor to the cheers of the Navy families waiting ashore.

Paul Calvert

63 YEARS
OF CERAMIC LEADERSHIP

Largest Vitrified Clay Sewer Pipe Plant under one roof west of the Mississippi

Manufacturers of Sewer Pipe from 4" to
42" in diameter and a complete line of clay products.

PACIFIC

CLAY PRODUCTS

LOS ANGELES, CALIFORNIA

Architectural Terra
Cotta in pleasing color
selections, either hand
pressed or machine
made.

Face Brick
Fire Brick
Ceramic Weld Pipe
Clay Electrical Conduit

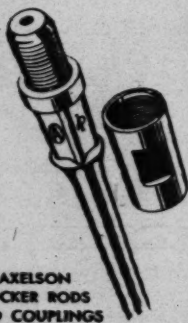
Clay Power Conduit
Ceramic Pressure Pipe
Quarry Tile

Vitreous Sewer Pipe
Refractories in Three
Standard Brands

Hand Made Shapes of
Glazed Wall Tile
Floor Tile
Drain Tile

Flue Linings
Chimney Pipe
Modeling Clay

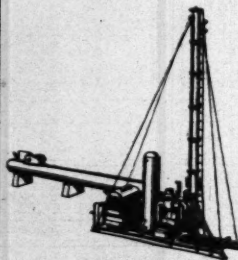
PLANTS: LOS NIETOS • LOS ANGELES • ALAMEDA • STOCKTON **RETAIL YARDS:** LOS ANGELES — 306 West Avenue
740 East 56th Street
MINES: Alberhill • Byron • Corona • Lone • Jamison • Oceanside • Wildomar **SAN FRANCISCO** — 300 Division Street



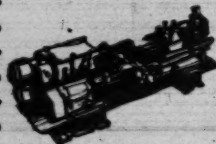
AXELSON
SUCKER RODS
AND COUPLINGS



AXELSON
DEEP WELL
PLUNGER PUMPS



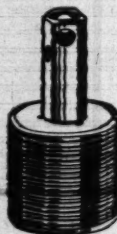
AXELSON
HYDRAULIC LONG
STROKE PUMPING UNITS



AXELSON
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PRECISION AIRCRAFT
COMPONENT PARTS



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6160 South Boyle Avenue
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Columns and Steps

**ASSOCIATED
TELEPHONE CO.**

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BRUNER MARBLE & TILE COMPANY

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LOS ANGELES 17, CALIFORNIA

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Contractors
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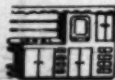
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MANUFACTURER
OF FINE
ELECTRICAL PRODUCTS

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RANGES



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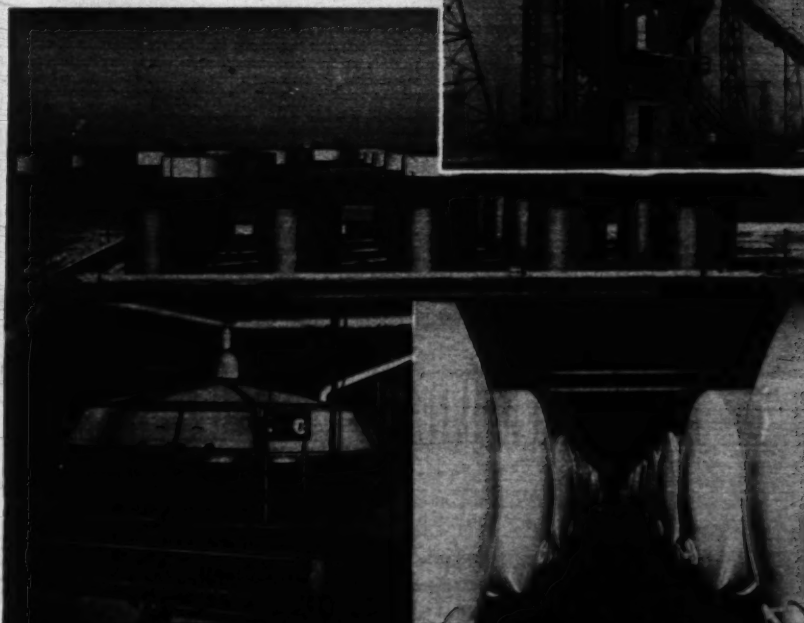
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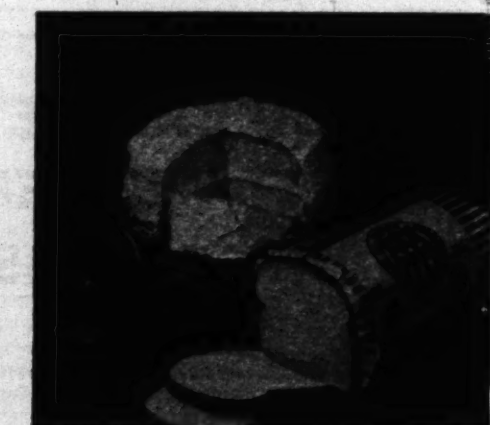
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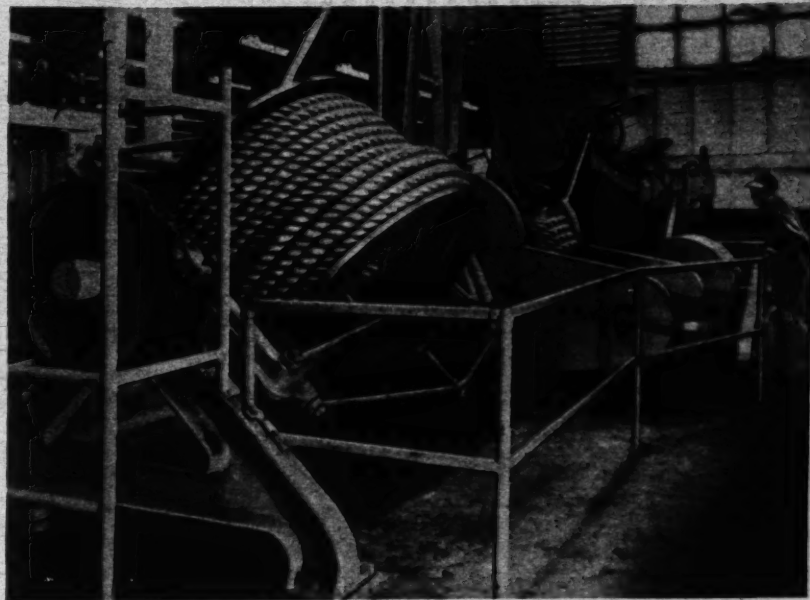
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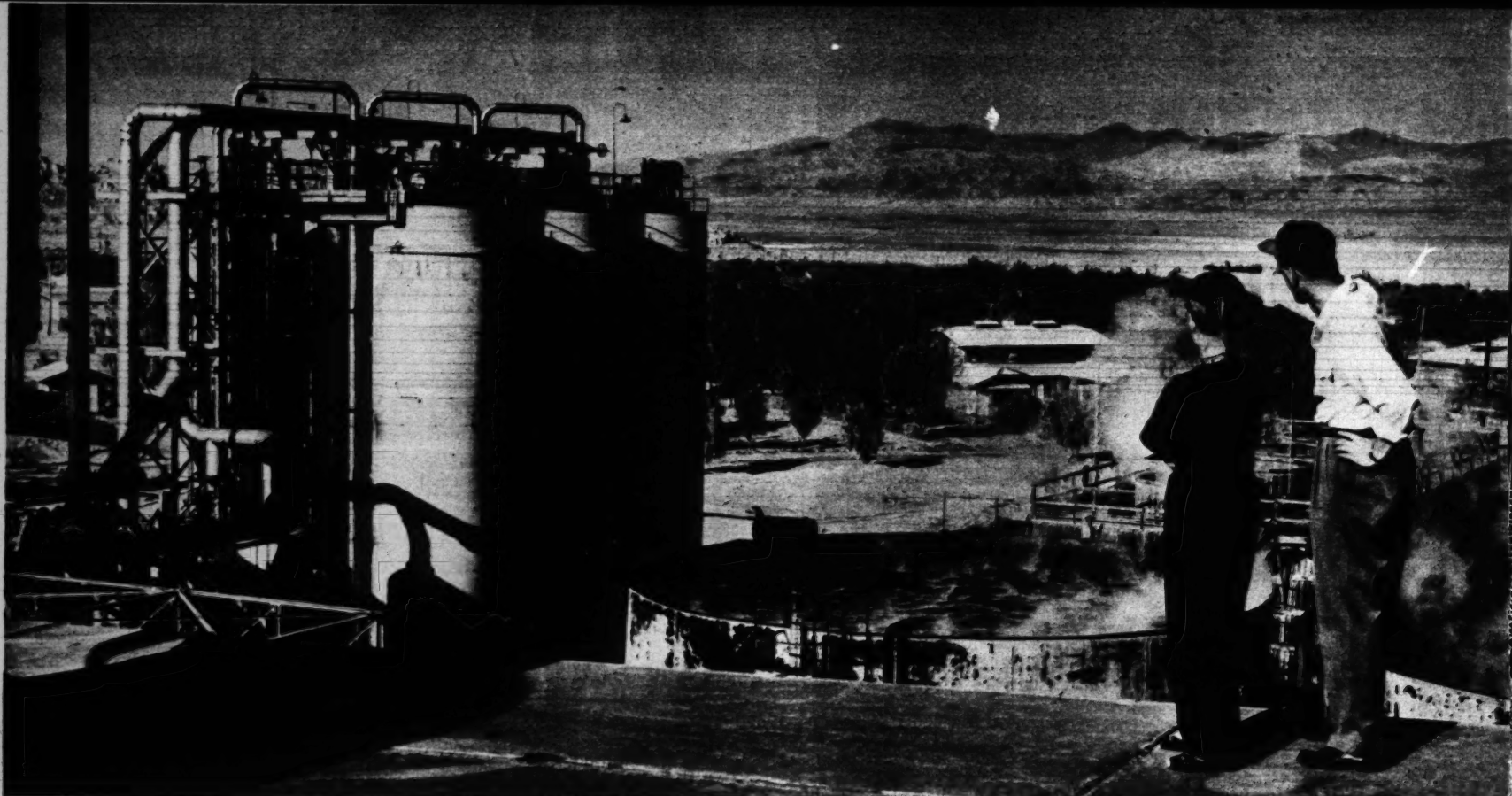
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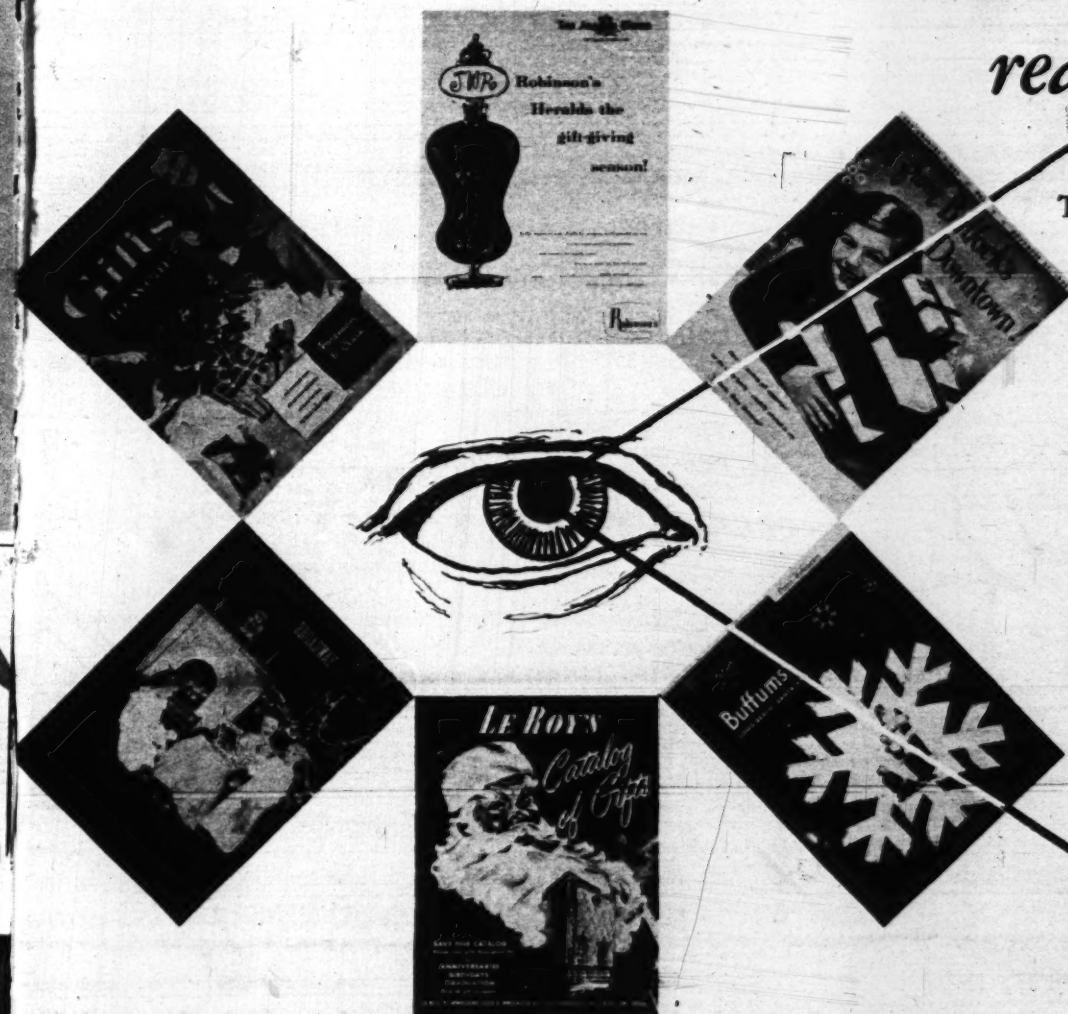
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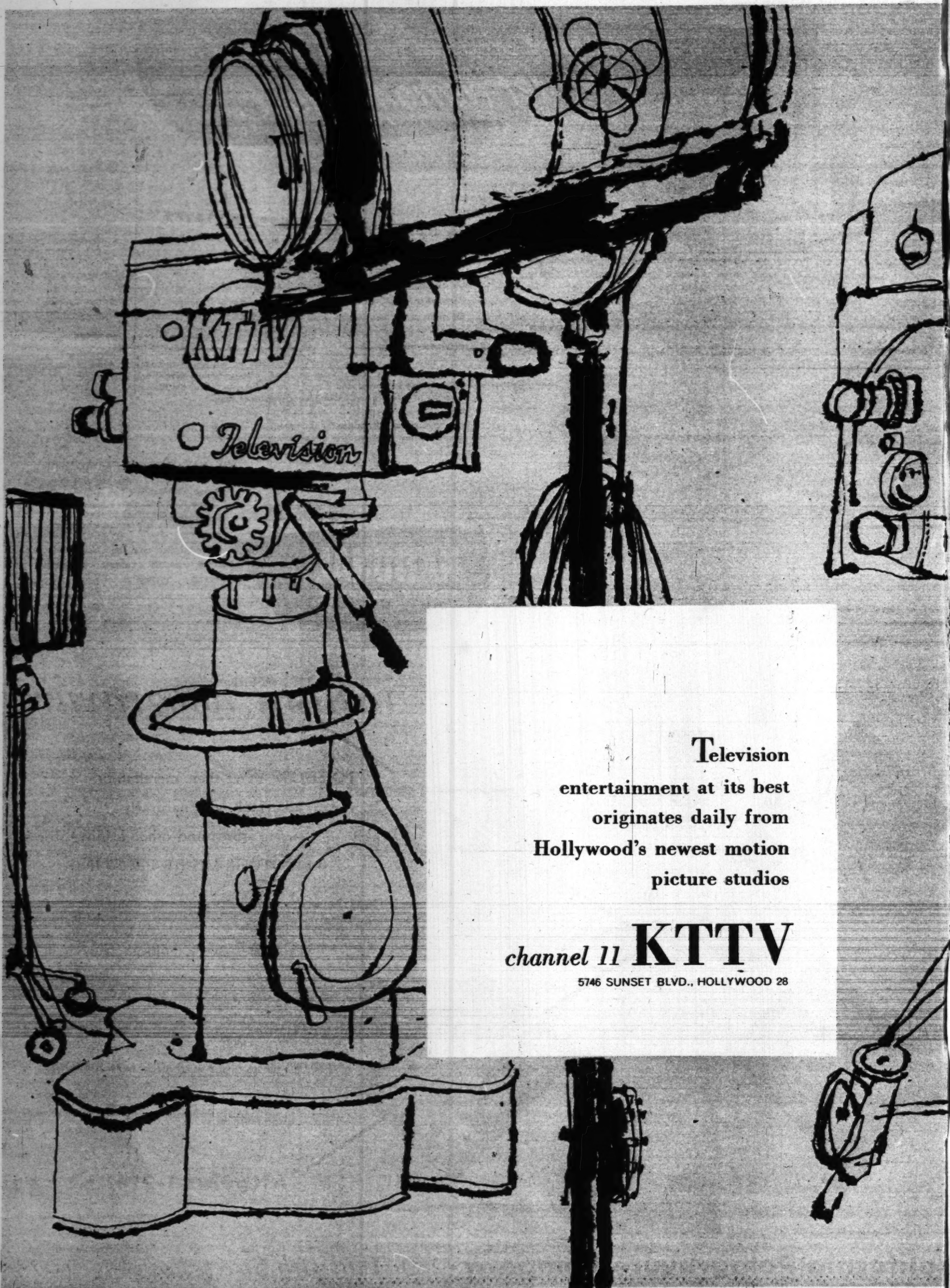
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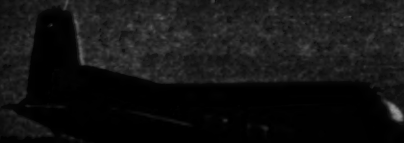
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AVIATION

9247





FOUR-JET B-45 bomber by North American howls over Sierras. Reconnaissance version is used for long-range photo duty.

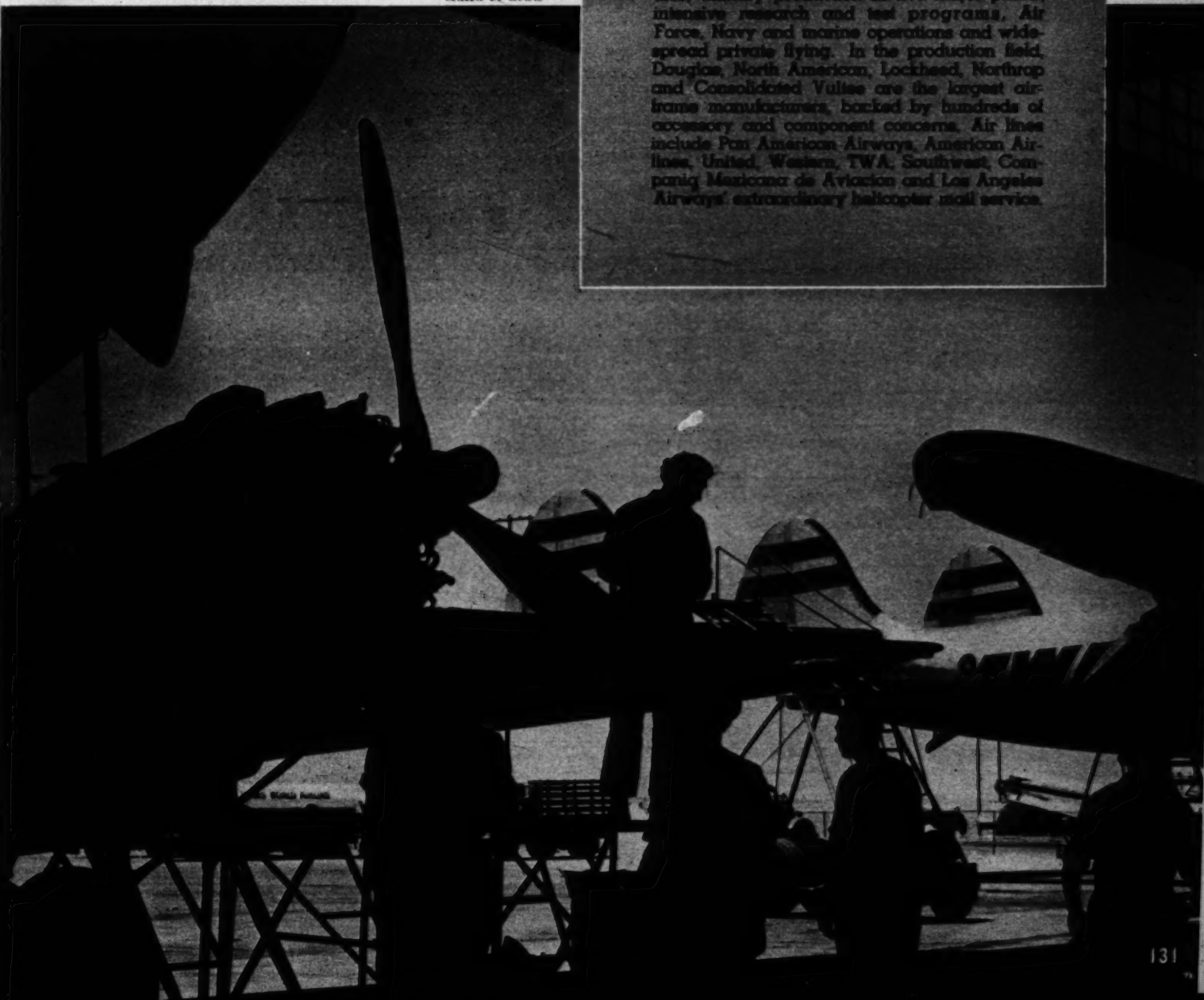
DOUGLAS C-124 Globemaster II (left) carries 200 troops. Air Force has contract for more than 80 at Long Beach plant.

MECHANICS keep Lockheed's sleek transports—the Constellation—ready to meet TWA's busy schedule across world.

Milton J. Lewis

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● **SOUTHERN CALIFORNIA**, one of the world's great aviation centers, combines air-line schedules, military production in five major plants, intensive research and test programs, Air Force, Navy and marine operations and widespread private flying. In the production field, Douglas, North American, Lockheed, Northrop and Consolidated Vultee are the largest airplane manufacturers, backed by hundreds of accessory and component concerns. Air lines include Pan American Airways, American Airlines, United, Western, TWA, Southwest, Compañía Mexicana de Aviación and Los Angeles Airways' extraordinary helicopter mail service.





AIR FORCE'S LARGEST STRATEGIC WEAPON, CONSOLIDATED VULTEE'S B-36 BOMBER, POWERED WITH 10 ENGINES—SIX PISTON PUSHERS, FOUR JETS. THIS RECONNAISSANCE VERSION CARRIES MOST POWERFUL CAMERAS EVER PUT IN PLANE.

PAN AMERICAN WORLD AIRWAYS' CLIPPER PASSES OVER THE HUDSON AS IT POINTS EASTWARD FOR CITIES IN EUROPE.





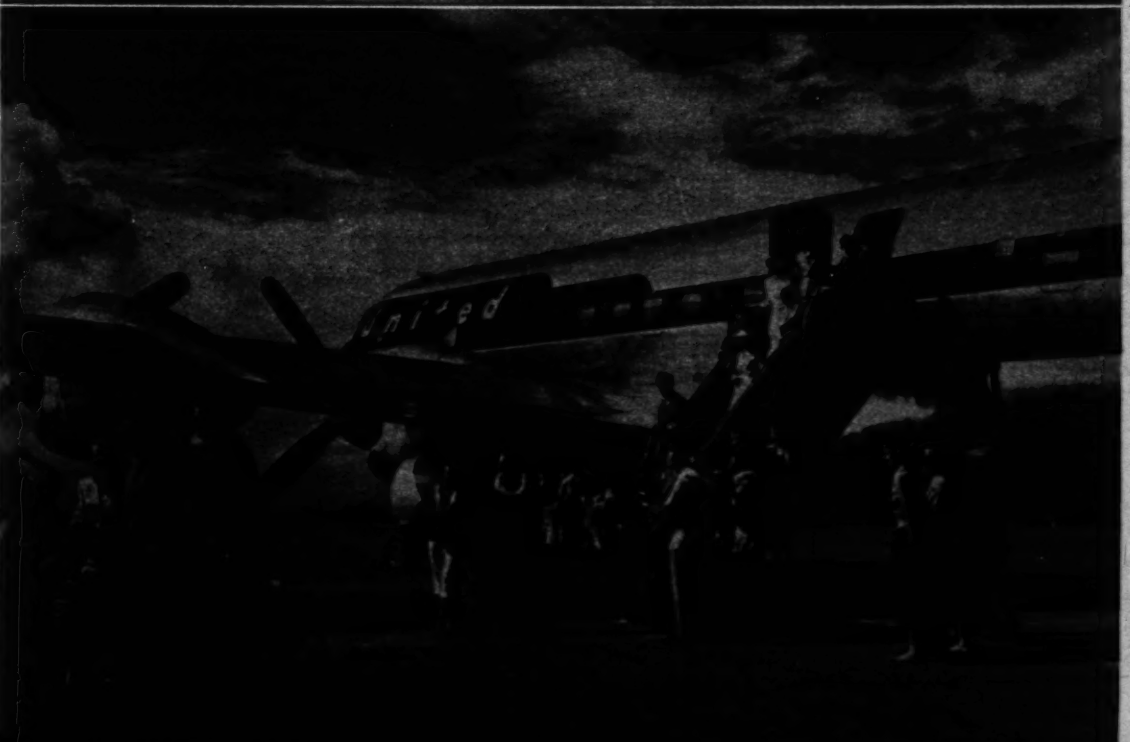
AMERICAN AIRLINES (DOUGLAS) DC-6 FLAGSHIPS ON THE PARKING APRON AT LOS ANGELES INTERNATIONAL AIRPORT.

A Million Travelers Pass Through Los Angeles Airport in a Year

● LOS ANGELES International Airport ranks with the nation's top four fields in air-line categories (with New York, Chicago and Washington, D.C.) In last fiscal year: 1,203,735 passengers flown in and out; 100,028 air liners in and out; 9,552,092 air express pounds handled; 19,701,509 air-mail pounds handled; 30,868,222 air freight pounds handled.

WESTERN AIR LINES transports await passengers bound for Seattle and Edmonton, two of 44 cities Western serves in the 13 Western States, Canada.

FLOWER LEIS and hula dancers greet United Air Lines passengers deplaning in Hawaii from Mainliner Stratocruiser. Flight out of Los Angeles takes 9 hours and 45 minutes.



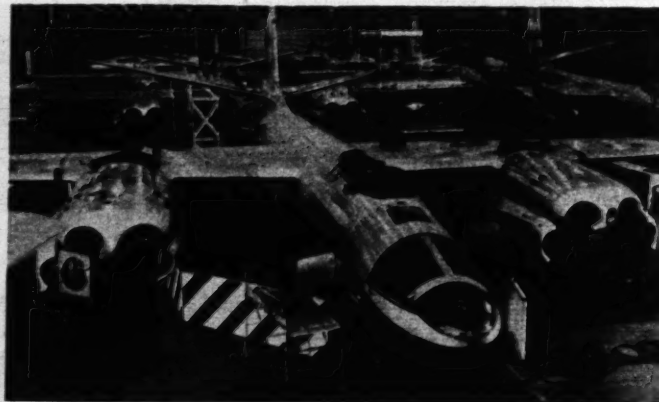
AVIATION continued



NORTHROP'S RAIDER assault transport shoots sunward on a column of white smoke from six JATO units. The craft can carry heavy loads in and out of small fields.

ASSEMBLY LINE of Lockheed F-94 all-weather jet fighters at Burbank factory. Two-place plane evolved from the famed F-80, carries heavy armament, extensive radar.

B-45 FOUR-JET BOMBERS, in final assembly at North American plant, have long range, high speed with load.



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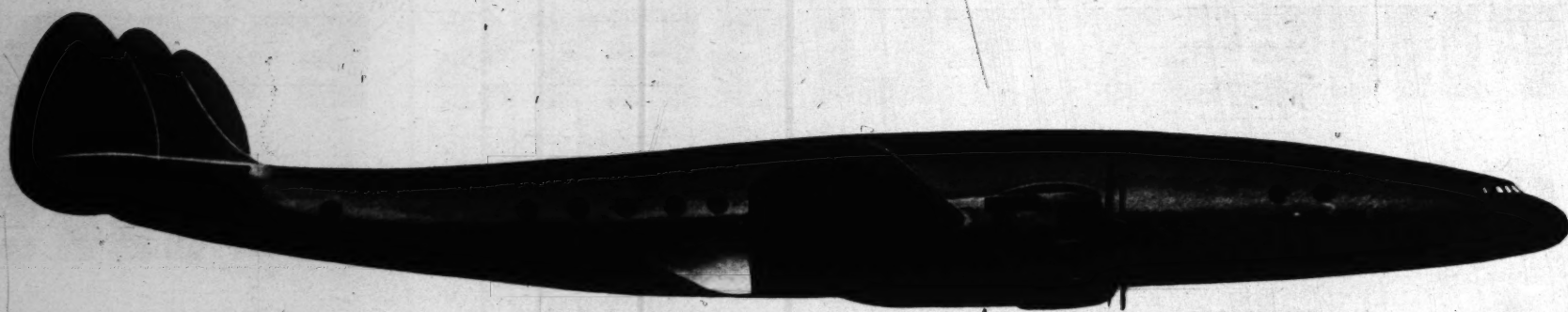
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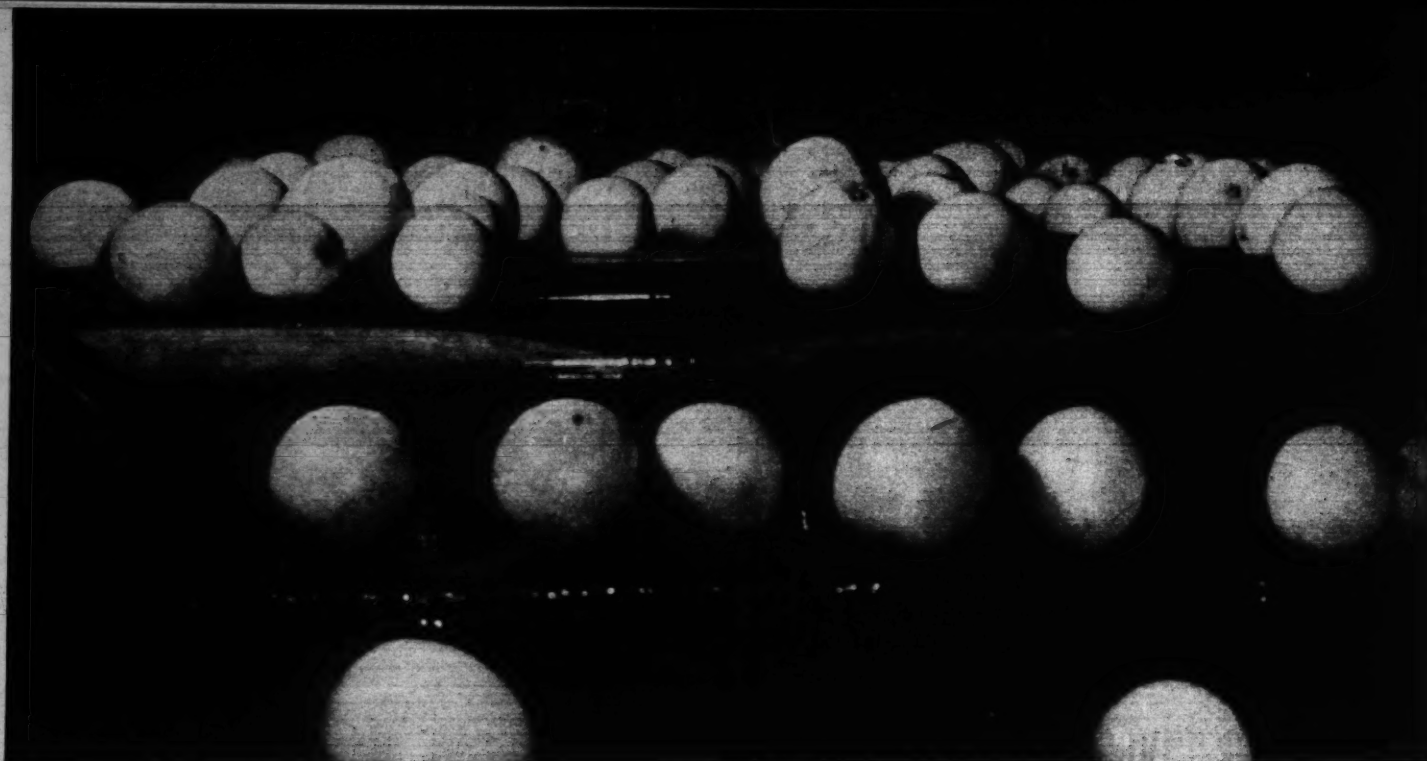
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Citrus Products — a \$22,500,000 Sales Record in 1950

● CALIFORNIA long has been famed for fine quality oranges, lemons and grapefruit which have been shipped to all corners of the world. Less known but of ever-increasing importance is the production of a wide variety of citrus products from the fruit of California and Arizona. The two largest citrus processing plants in the world, making a full line of products, are located in California. One is at Ontario, the other at Corona, both near Los Angeles. Both are affiliated with the California Fruit Growers Exchange, the famous citrus marketing co-operative which handles three-fourths of the citrus produced in California and Arizona.

At the Ontario plant, the Exchange Orange Products Co. processed more than 238,000 tons of oranges and more than 32,000 tons of grapefruit in 1950. The

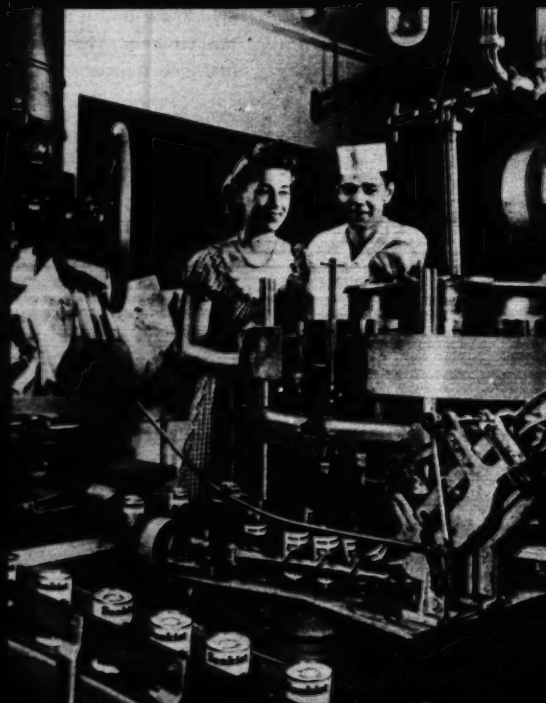
Exchange Lemon Products Co. at Corona processed nearly 100,000 tons of lemons during the year.

Glamour product of both plants is in the frozen field with frozen orange juice concentrate taking the spotlight in orange processing, and frozen concentrate for lemonade has been the big item in the lemon products plant. Other important items to the consumer are single strength orange and lemon juice, citric acid, pectin, orange and lemon oil, and cattle feed. A full line of bases in both orange and lemon products supply the essential ingredient for many of the popular bottled orange and lemon drinks.

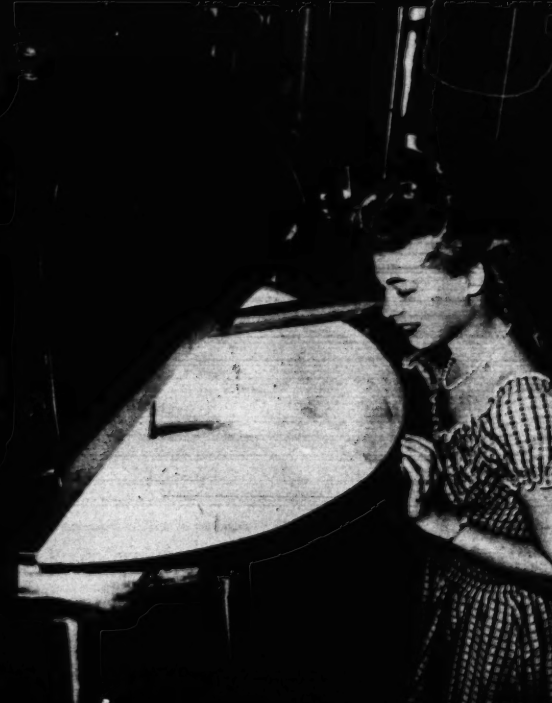
Sales of products from the two plants totaled more than \$22,500,000 during 1950; an increase of \$6,000,000 over the previous year. Outlook for 1951 is even better.



TONS of oranges roll from trucks at the Exchange Orange Products Co. where they will be made into products.



MACHINE rolls and seeds from frozen orange juice concentrate. Millions were produced at Exchange Orange Products Co. last year.



JOAN EVANS works on machine that feeds oranges into tanks to be mixed with sugar concentrate to make popular frozen juice.

Sunkist, THE FAMOUS CITRUS TRADEMARK, NOW ON THESE FROZEN PRODUCTS, TOO!



YOU ARE FAMILIAR with the famous Sunkist name on oranges, lemons and grapefruit.

Sunkist is the trademark the California Fruit Growers Exchange has used for many years to designate its top-grade fresh fruit.

The Exchange is a cooperative organization which sells the fruit of 3 out of every 4 California and Arizona citrus growers who wish to *market their fruit together* for the sake of efficiency and economy.

The Exchange markets the entire production of its members. Besides marketing the higher grades as fresh fruit, it processes large quantities into high-quality canned products. It also makes the offgrades and sizes of fruit into a long line of products ranging from citric acid to cattle feed, thus obtaining for the grower all possible value from his crops.

FRESH-FROZEN SUNKIST JUICES

Now the Exchange has expanded its products plants to increase facilities for making the *finest frozen concentrates*.

At the same time, it is gearing up to market these products and other top-quality processed citrus on a national scale *under the famous Sunkist brand*.

Thus the California Fruit Growers Exchange offers the most complete facilities and services in the entire world to its grower members. And, in turn, contributes significantly to the maintenance of our prosperous western economy.

CALIFORNIA FRUIT GROWERS EXCHANGE

Sunkist

ORANGES • LEMONS • GRAPEFRUIT

Crunchy WALNUT bread (Speedy with biscuit mix)

...and so delicious with

DIAMOND WALNUTS

Here's mouth-watering proof that walnuts work wonders with mixes. Just a cupful of plump crisp *Diamonds* gives biscuit mix a brand-new flavor—and a grand new use!

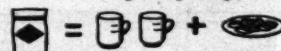
QUICK WALNUT BREAD

Beat 1 egg; stir in $\frac{1}{4}$ cup milk, $\frac{1}{2}$ cup sugar, 3 cups biscuit mix. Add 1 cup chopped *Diamond* Walnuts. Bake in greased pan 1 hr. at 350°.

★ ★ ★

Party trick with pudding mix. Make 1 pkg. chocolate pudding, adding $\frac{1}{4}$ tsp. mint extract and $\frac{1}{2}$ cup chopped *Diamond* Walnuts. Fill sherbet glasses, dropping in quartered marshmallows or white mints next to glass.

Do you know—one pound of *Diamond* Walnuts gives you over 2 full cups of plump, sweet kernels!



Plenty for 3 or 4 of your favorite walnut recipes! Depend on *Diamonds* for full measure!

ONE FOOD THAT'S CHEAPER!

That's walnuts! And your best walnut buy every time is the *Diamond* brand! Full shells, more usable kernels. Always a bargain in flavor and food value. Look for *Diamond* Walnuts in handy 1 lb. cellophane bags (red for large size, blue for medium). *Diamond* Walnuts are available also ready-shelled in 8 and 4 oz. cans—vacuum-packed to keep fresh for year-round use.



Thirty-sixth
**NATIONAL
ORANGE
SHOW**
THEME: "This Is America"

SAN BERNARDINO
MARCH 8TH THRU 18TH

The picture above represents a fireworks display at Lake Merritt, Oakland, California, in 1949 furnished by our company. We supplied fireworks for the American Legion Los Angeles Coliseum July 4th show for fifteen times. Also have supplied City of San Francisco, Salt Lake City, California Gold Rush Centennial celebrations at various places, the California State Fair and many other large and small fairs. Our company produces only the best in fireworks.



GOLDEN STATE FIREWORKS MFG. CO.

Plant No. 1

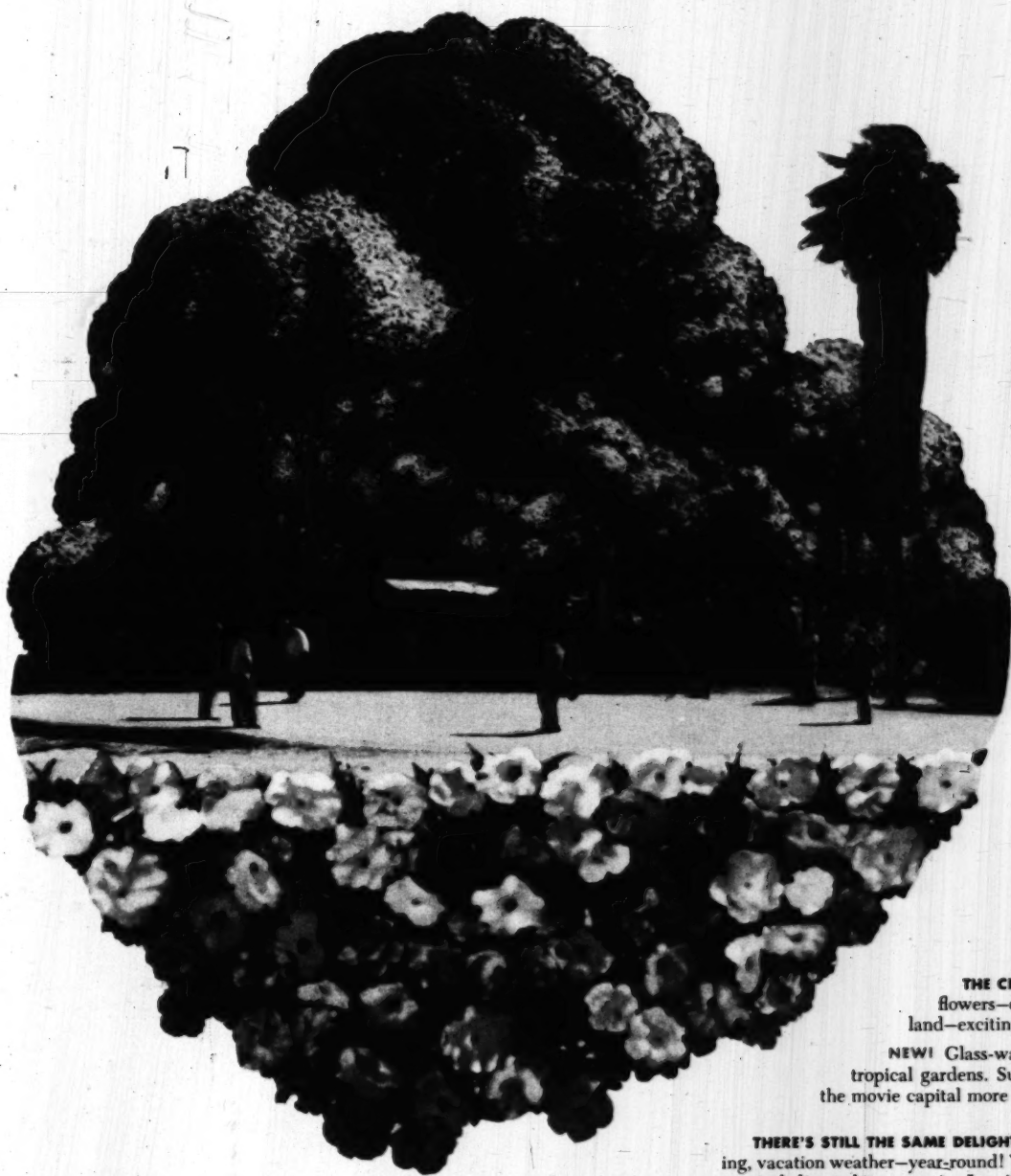
SAUGUS, CALIF.
PHONE NEWHALL 241

Plant No. 2

REDONDO BEACH, CALIF.
PHONE FRONTIER 22125

what's NEW in SOUTHERN CALIFORNIA?

Let's take Southern California's
vacation attractions and
see what's been added to make
them more fun than ever...

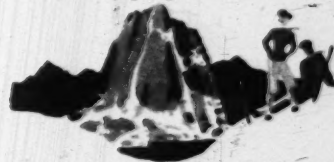


America's 4-Season Vacationland



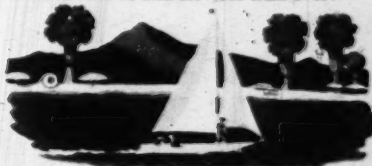
TWO GREAT DESERTS. Strange and compelling. Warm and worry-melting. Weird world of cactus forests, rock wonderlands, pastel hills.

NEW! Resort oases, dude ranches! New areas where only hardy prospectors dared venture.



HIGH MOUNTAINS. Sky-touching land of rocky pinnacles, blue lakes, cascading streams and endless forests.

NEW! Roads that lift you right into mountain-tops, far into the quiet of virgin forests. Better accommodations and services than ever!



THE PACIFIC OCEAN. White sails, soft breezes. Big-beaked pelicans, flying fish, submarine gardens, magic Pacific isle.

NEW! New beaches and yacht harbors! Super-fast boulevards along the Pacific. Picturesque cottages perched on seaside cliffs.



SUBTROPICAL VALLEYS. The green-and-gold orange empire. Date palms, avocados, cherimoyas. Shirt-sleeve golf and tennis. Outdoor eating and living.

NEW! Horse-racing almost year-round at three world-famous tracks. Many old Spanish missions restored.



THE CITIES. Los Angeles—city of sunshine, palms, flowers—one of America's largest. Movie and radio-land—exciting premieres, celebrities and cafes.

NEW! Glass-walled buildings surrounded by subtropical gardens. Super-freeways. Television, making the movie capital more fun than ever!

THERE'S STILL THE SAME DELIGHTFUL WEATHER! Sunny, relaxing, vacation weather—year-round! Yes, this exclusive, dry subtropical climate lets you enjoy Los Angeles County and all Southern California whenever it's easiest for you to get away...in winter, spring, summer or fall. COME ON OUT AND JOIN THE FUN...ANY TIME!

To help plan your trip write for FREE COLOR FOLDER: All-Year Club of Southern California, Ltd., Dept. TMW-51, 629 So. Hill St., Los Angeles 14, California.

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA, LTD. This advertisement sponsored by Los Angeles County Board of Supervisors for citizens of Beverly Hills, Glendale, Hollywood, Long Beach, Los Angeles, Pasadena, Pomona, Santa Monica and 182 other communities. Copyright, 1950, by All-Year Club of Southern California, Ltd.—a non-profit community organization serving vacationists.

Advise anyone not to move here now unless assured in advance of employment

Note to Southern Californians...

This ad, showing vacation attractions of the Southland, is typical of our community tourist campaign conducted by the All-Year Club. Millions upon millions of imprints of such

ads are going into the homes of prospective tourists all over the U. S. this year.

Tourists from other States spend more than 300 million dollars here yearly.

That means new income for Southern California. Many of you now reading this ad may be enabled to live here only because the tourists are providing your livelihood.

THIS SPACE WAS DONATED BY A PUBLIC-MINDED INDUSTRIAL INSTITUTION.

The Captain's Choice

PORT OF LOS ANGELES

is preferred by ships' captains the world over...
and by traffic men and shippers throughout
the United States. Port of Los Angeles is served
by 9 air lines, 5 transcontinental railway routes,
200 truck lines and 115 steamship lines. And
there are many other advantages for
shippers and captains, too.

"Los Angeles Harbor, planned
and built for shipping, is
equipped with marginal type
terminals, where cargo is
moved easily between land
carriers and shedded areas
with a minimum of congestion
and loss of time."

Signed: G. BROWN
FURNESS LINE
30 years with the
Merchant Marine.

"A feature I like about Los
Angeles Harbor is the
efficient Marine Exchange
Look-out Station which
reports my arrival
immediately to my
agent, and provides
a harbor pilot
without delay."

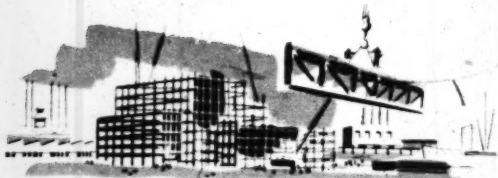
Signed: H. J. BLADH
JOHNSON LINE OF SWEDEN
43 years at sea.

"Preferential assign-
ments of berths in Los
Angeles Harbor assures
me of a mooring
immediately upon enter-
ing the port, saving
valuable time
and money."

Signed: A. E. NAUMAN
GRACE LINE
30 years at sea.

"Los Angeles Harbor
Berths are readily acces-
sible to the sea. I can
generally dock my vessel
within an hour after
passing the breakwater."

Signed: A. M. HANSEN
PACIFIC TRANSPORT LINES
37 years at sea.



\$10,000,000 IN NEW CONSTRUCTION

This construction program involves two
huge projects... two marine, passenger-
cargo terminals—the most modern in

world port construction. One, now occu-
pied by the American President Lines, is
90% completed—at a cost of \$4,500,000.00.
The other for Matson Navigation Com-
pany to be completed in 1951 at a total
cost of \$6,000,000.00.

PORT OF LOS ANGELES
planned and Built for Shipping

FOREIGN TRADE ZONE - 4
Berth 60 Warehouse - 1

LOS ANGELES HARBOR
Board of Harbor Commissioners
City Hall, Los Angeles 12, Calif.